



JENNILYNE CASIHAN

Senior Digital Designer

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With 10 years of extensive experience in digital design, project management and collaborative leadership. Attained Bachelor's degree in IT specialized in Multimedia Design with expertise in Adobe Creative Cloud, Content Management System, Emailing Platforms and Sketch

WORK EXPERIENCE

SENIOR DIGITAL DESIGNER

December 2021 - May 2024

SUN & SANDS SPORTS - DUBAI, U.A.E

- Work closely with the design lead to manage existing task and delegate upcoming projects among team members
- Collaborate with Category Managers and Copywriters to interpret brief for daily, weekly, seasonal and omni-channel campaigns
- Work alongside Stylists and Photographers for cohesive product selection to deliver high quality and creative weekly campaign-related shoots
- Execute end-to-end design process for different platform requirements including web, social media, digital marketing and customer communications
- Create compelling key-visual adaptations of product and international brand campaigns for Sun & Sands Sports, Nike, Under Armour and Dropkick
- Work closely with the Creative Director and Design Lead to review and improve creative process to ensure efficiency and keep brands' identity and standards

MULTIMEDIA DESIGNER

May. 2021 - Nov. 2021

KLEINDIENST GROUP - DUBAI, U.A.E.

- Work closely with the Marketing Director and study design briefs to deliver both graphic and digital creative requirements for all corporate projects
- Execute the design process for new corporate website and landing pages for marketing campaigns, from wireframes, mockups to prototypes
- Work closely with developers and the IT department to ensure that the website reflects the approved design and functionality
- Prepare responsive email marketing templates and newsletter, build a distribution plan and send out marketing campaigns
- Sporadically meet with stakeholders and coordinate with influencer to help them deliver content in promoting brand awareness and engagement
- Review digital solutions for online marketing and lead generation and present comparative document to the Marketing Director for approval

DIGITAL DESIGNER

Feb. 2019 - Mar. 2021

BOUTIQUE 1 GROUP LLC - DUBAI, U.A.E.

- Maintain and update website content by designing banners, proposing new layout and uploading new content
- Liaise with the team to create or update marketing collaterals, print, digital and affiliate assets for Boutique 1 related promotion and editorials
- Prepare seasonal look books and incorporate content for digital use
- Create social media assets such as newsfeed/stories, short videos and gif animation
- Constantly update brand guidelines and ensure implementation across all channels for both local and international branches
- Manage automated programs for weekly and monthly emailers

WEB/GRAPHIC DESIGNER

Mar. 2015 - Jan. 2019

ARCHIPELAGO GENERAL TRADING LLC - DUBAI, U.A.E.

- Create print and web ads of the company services and keep all social media updated with latest news, promotions and announcements
- Conduct lifestyle setting photoshoot and individual product shots
- Maintain and update website content and design corporate identity materials
- Develop an e-commerce website using Shopify Platform and populate the website with images and text content

WEB DESIGNER/PROJECT MANAGER

Oct. 2013 - Dec. 2014

CONQUEROR IT - DUBAI, U.A.E.

- Design website mockups to be included in new project proposals for clients
- Coordinate with the team on project changes to ensure a smooth and sophisticated user experience across the website
- Lead the design team for all projects' creative/digital requirements and coordinate to keep Google's 1st position
- Meet with clients to acquire requirements and prepare a document to be discussed with the design and development team

GRAPHIC DESIGNER

Feb. 2013 - Apr. 2013

DESIGN BLUE - MAKATI, PHILIPPINES

- Coordinate with the Art Director for upcoming projects and create corporate website layout for new or existing clients
- Propose corporate collaterals such as calendars, folders and flyers
- Conceptualize and create assets for clients social media accounts

MULTIMEDIA DESIGNER

Sep. 2010 - Jun. 2012

CTSI HOLDINGS LTD - MANILA, PHILIPPINES

- In charge of creating web design proposal for new clients and redesigning of existing clients' website
- Responsible in the development, maintenance and updates of new and existing websites, including SEO
- Provide Google Analytics-generated reports for SEO purposes and performs updates of social networking sites
- Coordinate with clients regarding updates on existing websites

WEB DESIGNER

Sep. 2009 - Dec. 2009

LWS MEDIA INC - MANILA, PHILIPPINES

- Conceptualize and designs banners for advertising purposes such as web emails and HTML landing pages
- Performs maintenance and updates to existing web emails and banners as requested by clients
- Recommends improvements for other web designer's work if necessary

EDUCATION

ST. SCHOLASTICA'S COLLEGE

Bachelor of Science Degree in Information Technology with Interactive Multimedia Design and Animation

Manila, Philippines // 2009

SHAW ACADEMY

Professional Diploma in Photography - Online Course

Dublin, Ireland // 2017

CORE KNOWLEDGE AND SKILL AREAS

- Digital Design
- UI/UX Design
- Project Management
- Digital Photography
- DOTDIGITAL
- HTML
- CSS
- CMS

