

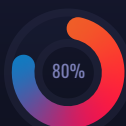
Graphic | User Experience Design Specialist

DAN

ROLDAN ANCAJAS



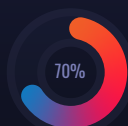
14 years of cumulative expertise and experience in the battlefield of **Graphic, Visual, UX/UI Design**. Corporate brick wall was my creative West Point. But creative fire-in-me is congenital and genetic. So, it all started way before I was even paid to do it. Now, I have since been part of every company's growth and profitability by building their online presence through the power of Graphic, UX/UI Design - deploying industry standard and best practices.



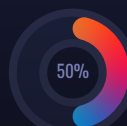
Photoshop
14 Years



Illustrator
10 Years



InDesign
10 Years



Cinema 4D
6 Years



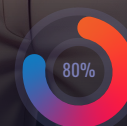
Keyshot
6 Years



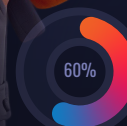
Affinity Photo
2 Years



Affinity Designer
2 Years



Canva
3 Years



Figma
2 Years



www.adamsproject.ph



roldan.ancajas@adamsproject.ph



Taytay, Rizal, Philippines



Creative Gigs

COMPANY

Jacob Gutman

04.2016 – 8.2018

- Child Toys and Tech Entrepreneur
- Jerusalem, Israel
- mobiustoy.com

Branding | Graphic Designer

Part-time

- Accomplished** over 3 Major Branding and Graphic Design projects - Amazon Merchant Logo, Toy Brand & Headset Branding.
- Implemented** logo design and other branding collateral for Mobius (www.mobiustoy.com)
- Developed** packaging design, user manual & promotional materials for his sports headset product called Dreaminex Sportune.
- Creatively Created** with Adobe Photoshop, Adobe Illustrator and Adobe InDesign.
- Took** full control of the design decisions which the owner liked in the outset.

COMPANY

Kimchi Socks

06.2018 – 07.2021

- Concept Socks Design Retailer
- Dallas, Texas, United States
- kimchisocks.com

Product & Graphic Design Lead

Contract

- Delivered** more than 20 major product concepts dedicated to socks specialty designs.
- Designed** socks concept varying from cryptocurrency, personality, industry to events.
- Accomplished** with Illustrator, Photoshop, Cinema 4D and Keyshot.
- Created** product concept with Illustrator.
- Demonstrate angles with Cinema 4D. Finalize output rendering with Keyshot.
- Collaborated** with the owner but took control of the design concept from design inception to full turn-over.

COMPANY

Louise Paris

03.2018 – 08.2021

- Health and Fitness Equipment Distributor
- New York, New York
- louiseparis.com

Packaging | Graphic Designer

Part-Time

- Accomplished** over 200 artworks ranging from Product Packaging, Labels, Displays, Product Brochures and product photo enhancements.
- Designed** using Adobe Photoshop, Adobe Illustrator, Cinema 4D and Keyshot.
- Created** product display kiosks for use in Walmart and Costco product wholesale.
- Accomplished** product artwork includes Resistance Trainer, Exercise Mat, Slimmer Belt, Exercise Ball, Ankle Weights, Yoga Mats – More...

COMPANY

Milford Industries

03.2012 – 05.2022

- Vehicle Cargo Barrier Manufacturer
- Camden Park, South Australia
- milford.one

Line Art | Graphic Designer

Part-Time

- Turned-Over** more than 2,300 unique artworks in more than 10 years of creative engagement.
- Designed** custom car parts and accessories for used in the customers installation manual.
- Created** artworks using Adobe Illustrator most of the time with occasional Adobe Photoshop.
- Draw** clear line arts out of the supplied photos of the vehicles subject for customizations.

COMPANY

Beaumont Kitchenware

10.2018 – 04.2019

- Kitchenware Essentials Provider
- Carmichael, California, United States
- beaumontkitchenware.com

Branding | Packaging Designer

Contract

- Designed** the company's logo. Two iterations and drafts of text-based logo design before approval. Now used as main ensigna.

- Achieved** over 10 unique artworks from Logo Design, Packaging Design, Product Photo enhancements to simple 3D Presentations.

- Created** packaging and 3D presentations to products like Grilling Gloves, Cutlery, Cork-screw, Compost Bin, Organizer and more.

- Made Possible** with Adobe Photoshop, Adobe Illustrator and Cinema 4D.

COMPANY

Stacey Hindmarsh

08.2021 – Present

- Children's Healthy Canteen Concessionaire
- Kingscliff, NSW Australia
- flexischools.com.au

Food Menu | Graphic Designer

Part-Time

- Turning-Over** more than 20 unique artworks for healthy foods and kitchen menus.
- Designed** mainly using Adobe Photoshop and Adobe Illustrator. Also using Illustrator's virtual 3D capability for text extrudes and letterings.
- Accomplished** design tasks mainly for children's canteen – healthy snacks, breakfast and lunch. Done quick logo design as well.

COMPANY

Xitrix Computer Corp.

04.2013 – 02.2015

- Computer Assembly and Distribution Company
- Cubao, Quezon City, Philippines
- xitrix.net

Multi-Media | Graphic Designer

Part-Time

- Delivered** multiple artworks to the company ranging from product flyers, brochures, banners, billboard, web design to video editing.
- Served** as multimedia designer – graphic/web designer and video editor as part of the company's marketing engagements.
- Designed** using Photoshop, Illustrator, Cinema 4D. PHP, CSS, HTML & jQuery for web design.

Click button for more graphic design showcase.

More Graphic Design





Skill Sets

PRIMARY SKILL SETS

Graphic Design

• Lay-Out • Prints • Mock-Ups • Social Media Ads • Online Collaterals • Pre-Press Layout | Design

UX Design

• User Research • Analysis • Design • Prototype • Testing

UI Design

• Interaction Design • High-Fidelity Prototype • User Interface • User Feedback • Affordances

Web Design

• Mock-ups • Low, Medium and High-Fidelity Prototype • Colors • Typography

AI-Generated Design

• Prompt Engineering • Photorealistic Imagery • Style Transfer • Design Inspiration • Text-To-Image Synthesis • Educational Tools • More...

SECONDARY SKILL SETS

Content Writing

• Web Blog Contents – Technology, Wellness, Philosophy, Human Interest, Futurism

Video Design | Editing

• Simple Video Editing • Video Template Editing • Facebook Ads, TikTok, YouTube • Non-Linear • Color Correction • Audio Filtering



Tools Of The Trade

PRIMARY DESIGN TOOLS

Adobe Photoshop

adobe.com

• Mock-Up • Prototype • Graphic Design • Web Design • Print Design • Image Enhancements

Adobe Illustrator

adobe.com

• Web Design • Prototype • Logo • Mock-Up • Vector-Based Design Output

Adobe InDesign

adobe.com

• Pre-Press Design & Layout

Figma

figma.com

• Web Design • Prototype • Mock-Up • Typography • Design Collaboration

Canva

canva.com

• Web Design • Prototype • Mock-Up • Typography • Design Collaboration

SECONDARY DESIGN TOOLS

HTML5, CSS3, jQuery

w3schools.com

• Web Design • Interactive Web Design Mockup • Web Design Framework • Animation • More...

Cinema 4D

maxon.net

• 3D Design • MoGraph • 3D Typography • Product Visualization • Animation • More...

Keyshot

keyshot.com

• 3D Design • Texturing • Product Visualization • 3D Rendering • Animation • More...

Affinity Photo 2

affinity.serif.com

• Photoshop Alternative • Graphic Design • Photo Enhancement • Mock-up • Print Design • More...



Disciplines & Certifications

SCHOOL OF DISCIPLINE

UX Design Institute

- Premiere UX Learning Institute
- Dublin, Ireland
- uxdeisgninstitute.com

Professional Certification for UX Design Diploma

6 Months (December 2021 – June 2022)

SCHOOL OF DISCIPLINE

Inventive Media

- Top CMS Learning Center
- Makati City, Philippines
- inventivemedia.com.ph

Intensive CMS-Based WordPress Certification

3 Days (April 2018)

SCHOOL OF DISCIPLINE

Business Coach

- Start-Up Learning Center
- Libis, Quezon City, Philippines
- businesscoachphil.com

Printing Business Technology Fundamentals

2 Days (February 2018)

SCHOOL OF DISCIPLINE

Infinite Skills

- eLearning Skill Solutions
- Online
- [udemy.com/user/infiniteskills](https://www.udemy.com/user/infiniteskills)

3D Modeling with Cinema 4D

1 Month (March 2015)

SCHOOL OF DISCIPLINE

Adobe.com

- Adobe.com Online School
- San Jose, California, United States
- helpx.adobe.com

Advanced Photoshop

1 Month (March – April 2023)

SCHOOL OF DISCIPLINE

Lynda.com

- Top Online Learning School
- Online
- [lynda.com](https://www.lynda.com)

Video Editing w/ Adobe Premiere and After Effects

1 Month (June 2014)



Rate Cards

\$10 | Hour

Full-Time

8 hrs/day. Weekdays (Mon-Fri)

Inclusive of Taxes and Governmental deductions.

\$12 | Hour

Part-Time

6 hrs/day. Weekdays (Mon-Fri)

Inclusive of Taxes and Governmental deductions.

\$1,000

Per Project

Starts at

Inclusive of Taxes and Governmental deductions.

