



Jeffrey L. Cruz

OBJECTIVES

To secure a position where I can apply and further develop my creative and technical skills in design, multimedia, or development, contribute to impactful real-world projects, and add value by enhancing brand identity and productivity while exceeding expectations.

PERSONAL INFO



Phone:
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Email:
cruzjeffrey25@gmail.com



Portfolio:
jeffc.vercel.app

SKILLS

Professional

Adaptability, Teamwork, Creativity,
Problem Solving, Communication

Technical

Adobe Photoshop
Adobe Premiere Pro
Adobe Illustrator
Capcut
Canva
Figma
Blender
Shopify
HTML & CSS

CERTIFICATES

UI/UX Design Using Figma
MST Connect
Training (July 2024)

Unlocking the Creative Genius Within
Pamantasan ng Lungsod ng Valenzuela
Seminar (June 2023)

Get Started with Visual Storytelling
Pamantasan ng Lungsod ng Valenzuela
Seminar (June 2023)

EXPERIENCE



GRAPHIC ARTIST
Jun 2024 - Present

LPO Laptop PC Outlet | Valenzuela City

- Designed product visuals and promotional videos for e-commerce and social media platforms
- Designed and assisted in developing the company's revamped website using Figma and Shopify
- Executed video shoots and photo sessions featuring the company's model



GRAPHIC ARTIST
Sep 2023 - May 2024

Stafflink Management Solutions Inc. | Pasig City

- Created product designs and promotional videos for various e-commerce shops and platforms
- Collaborated with the HR department to assess graphic artist applicants
- Worked to ensure that company brand standards were upheld



INTERN
Aug 2022 - Jan 2023

Valenzuela City Government Employees Cooperative

- Assisted in designing and developing the company's official website
- Created visual content including photos and videos for social media announcements, promotions
- Worked to ensure that company brand standards were upheld

EDUCATION



BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
2019 - 2023
Pamantasan ng Lungsod ng Valenzuela
Valenzuela City



ACCOUNTANCY, BUSINESS AND MANAGEMENT (ABM)
2017- 2019
Emmaus Christian Schools Inc.
Valenzuela City

REFERENCES



Sophia Audrey S. Bartolay
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