Paul John Bongares

Meta Ads Static Design Specialist | Graphic Designer

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Skills:

3D Mockup Design, Ad Creative Design, Art Direction, Amazon Product Listing, Amazon A+, Basic Video Editing, Brand Identity, Catalog Designs, Digital Ads, Digital Graphic Design, Digital Publishing, Direct to Consumer (DTC), E-commerce, Landing Page Design, Logo Design, Photo Editing and Manipulation, Print Design, Packaging Label Design, Project Management, Social Media Graphics, Static Ad Design, Website Graphics

Tools:

Adobe Creative Cloud (Acrobat, Adobe Dimension, Adobe Express, Illustrator, InDesign, Photoshop), Canva, CapCut, ChatGPT, Claude, Codex, Figma, Google Nano Banana, Google Veo, Google Workspace, GPT Image, Microsoft Office

Work Experience

Full Time Freelancer
2023 – Present
Designer

- Spearheaded DTC-focused logo design, Amazon listings, A+ content creation, and social media ad creative campaigns for various e-commerce clients, enhancing product visibility.
- Developed 3D mockups and packaging and label designs, elevating product appeal and engaging DTC audiences effectively.

Ridge
2022 - 2023
Designer

- Managed the development of website assets, social media ads, and product labels for the DTC brand, ensuring consistent branding across digital platforms.
- Optimized catalog design processes, reducing production time.

Iflourish Labs
2019 - 2022
Senior Designer

- Specialized in creating high-impact 3D mockups, landing pages, and supplement labels for DTC sales channels, contributing to strong sales growth.
- Led the design of email creatives and social media ads, boosting customer engagement in DTC campaigns.

Primitive Survivors
2016 – 2019
Senior Designer

- Developed a wide range of print and digital assets for the DTC e-commerce business, including landing pages, logos, and catalogs, resulting in increased conversion rates.
- Designed email creatives and marketing materials, enhancing the brand's DTC customer engagement.

Full Time Freelancer
2014 – 2016
Designer

- Developed customized designs tailored to specific client needs for both print and digital mediums.
- Consistently meet or exceed client expectations with high-quality design solutions for local and offshore clients.

HSBC
Global Publishing Services
2012 – 2014
Designer

- Executed client briefs with precision, adhering to HSBC design standards.
- Played a key role in developing ISO documentation and project instructions, which were approved and implemented across the global design team.
- Played a significant role in the interior design of HSBC's new Manila building.

ASEC ASIA
2009 – 2012
Graphic Designer/
Assistant Supervisor

- Managed a design team and monitored ad shipments.
- Promoted to Assistant Supervisor, recognized as **"Employee of the Year"** for productivity and quality.
- Successfully onboarded and trained new designers, enhancing team efficiency.

EGSIGNS
2008 – 2009
Graphic Designer

- Developed extensive custom designs, including billboards, posters, kiosks, signage, and more.
- Managed multiple design projects, ensuring timely and high-quality output.

Full Time Freelancer
2007 – 2008
Graphic Designer

- Produced a variety of small and large format custom designs.

Education

Phoenix One
New Media Design
2007 – 2008

Graphic Design