

CINDY BAETA DEATON  
WEB I GRAPHIC DESIGNER

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Creative, versatile and well-motivated designer with extensive experience in graphic design for print and web. Mainly skilled in creating and accomplishing unique corporate designs, incorporating the desires of the client with a superior design solution. Completed many projects under tight deadlines and challenging budgets. Seeking a company that demands high-quality design to further business goals and professional image.

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## EXPERTISE

Proficient on both Mac and Windows Operating Systems

Adobe Photoshop ▪ Adobe Illustrator ▪ Adobe InDesign ▪ Adobe Pagemaker

Macromedia Freehand ▪ Corel Draw ▪ Quark Express

Macromedia Dreamweaver ▪ Macromedia Flash

Adobe Premier ▪ Microsoft Office

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## PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER, 2008-Present  
Pasadena, California

Created concept and design for print materials and website for individual clients such as:

- Cardona Home Care Services – Corporate Identity, calling card, brochure and website.
- Synchronized Soundworks Production Music Catalog – [sspmc.tv](http://sspmc.tv) – Created new logos and design for music CDs, clamshell cases, CD sleeves, business stationery, portable flash drives.
- Alex North Music – [alexnorthmusic.com](http://alexnorthmusic.com)
- Matthew Olyphant – [matthewolyphant.com](http://matthewolyphant.com)
- Pout Salon – [poutsalon.com](http://poutsalon.com)
- Oudhcom Co. – [oudh.com](http://oudh.com)
- Circle8 – [circle8shop.com](http://circle8shop.com), Created design for posters and flyers
- Esecure Solutions – [esecuresolutions.com](http://esecuresolutions.com)

HEAD ARTIST, 4/2002-8/2008  
Shoppes Manila, Inc. Quezon City, Philippines

Shoppes Manila, Inc. is the parent company of Kamiseta, the leading specialty retailer of fashionable casual apparel, accessories and footwear for girls between the ages of 16 and 34. Known in the Philippines as the first local store to have celebrities as the brand's ambassador. These included actresses Alicia Silverstone, Natalie Portman, Kate Hudson and Katie Holmes, as well as supermodels Petra Nemcova & Natalia Vodianova. Kamiseta has been accepted as a mainstream brand in Indonesia, Malaysia, the Middle East and Guam. Shoppes Manila was also a franchisee of Morgan in late 1990. Shoppes Manila also created Milk & Co, mainly to offer selections for a more mature market. Milk & Co. also stepped into the direct sales industry under the brand name M&Co. which offers lucrative careers for enterprising people who desire to build profitable businesses of their own.

- Designed and maintained multiple websites for seasonal and annual new looks. ([kamiseta.com](http://kamiseta.com) & [milk-co.com](http://milk-co.com))
- Responsible for hiring, training and distributing workload among artists and graphic designers.
- Worked closely with CEO, VP, marketing manager, art director, third-party printers, freelance photographers, talent, and talent management.
- Traveled frequently to oversee photo shoots use for catalogs, photowalls, posters and billboards.
- Created graphic designs and textile prints for merchandising, production department and become part of special projects as consignee brands such as Disney Mickey Classic and Archie Comics.

- Created collateral material for Kamiseta stores, including but not limited to, print ads, packaging, shopping bags, clothing tags, hang tags, standees, photowalls, window displays and seasonal window graphics.
- Responsible for photo retouching and color-correcting of endorser's photographs.
- Created design and layout of:
  - billboards up to 30' x 13' in size, which were displayed on major roadways throughout Metro Manila
  - backlit light boxes created for indoor and outdoor locations, including common areas of shopping malls, airports and bus stops
  - photowalls used for store interiors

GRAPHIC DESIGNER, 10/2001-4/2002

Unity Printing, Inc. Quezon City, Philippines

Printing and packaging firm organized by a group of dynamic professionals with years of specialized experience in Philippines and abroad

- Responsible for color correction, adding bleed and cropping marks to ready materials for color separation.
- Assigned for film scanning using an Esko Scan F14 and digital enhancement
- Able to operate Purup Eskofot, a film producing color-separation machine

GRAPHIC DESIGNER, 4/2001-10/2001

Characters Unlimited, Inc. Quezon City, Philippines

A wholesale and manufacturing children's clothing company which carry various licensed cartoon characters.

- Created graphic design for children's apparel and accessories using licensed cartoon characters, including Robbie Rabbit, Garfield, Snoopy and Barbie
- Assigned to producing film and manual color separation for silk screening using Corel Draw

## EDUCATION

Basic Website Design and Development, 2006

Philippine Center for Creative Imaging (PCCI), [www.pcci.com.ph](http://www.pcci.com.ph), Makati Philippines

Basic Adobe Premier, Short Course, 2005

Ateneo de Manila, Quezon City, Philippines

Bachelor of Fine Arts, Major in Advertising Arts, 1997-2001

Far Eastern University - Manila, Philippines

INTERNSHIP, 1999

Asatsu Advertising & PR Consultancy, Makati, Philippines

Advertising firm which provides many forms of promotional materials

- Contributed layout and design for clients.

## AWARDS

KAMISETA, [kamiseta.com](http://kamiseta.com)

- 2008 VISUAL MERCHANDISING EXCELLENCE AWARDEE
- 2007 BEST APPAREL WEBSITE - DigitalFilipino.com Web Awards 2007

Bachelor of Fine Arts, Major in Advertising Arts, Far Eastern University 1997-2001

- Graduated with Honors at age 19
- Academic Scholar for 4 consecutive semesters
- School Arts Competition Award recipient
- Logo Design Winner for Bisig Tamaraw
- Logo Design Winner for Dalubguro

## INTERESTS

Painting, Drawing, Fashion, Photography, Art of Recycling, Sewing