

CURRICULUM VITAE



JOSEPHOPE SARDALLA

Graphic Designer , Artist
Advert & Print Consultant
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CAREER PROFICIENCY

- Graphic designer with more than five years experience in printing press, handling commercial, packaging and advertising
- Experienced Mac and PC user with high software proficiency in Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Freehand, Corel etc.
- Can handle Color Management System and operate Image setter machines
- Above average communication skills in English both writing and speaking
- Has advantage being a visual artist/painter kin to develop passion in creativity

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■ OBJECTIVE

An entry-level e.g. Art Director / Supervisor / Senior Graphic Designer in a reputed printing press, publishing house or advertising company.

■ EMPLOYMENT HISTORY

Graphic Designer

*Salman Printers WLL (Bahrain)
November 2004 - Present*

- Plan, create layout and output graphic designs for offset printing
- Create & implement design with corporate assigned client for their branding and advertising needs
- Redraw logos, illustration and trademarks for quality printing output
- Help improve company's business clientele relation by giving customers the necessary technical advice regarding pre press output and color management
- Supervise in handling special projects from scratch to completion
- Do a lot of sketching or drawing for special assigned projects
- Design brochure, booklets, flyers, posters, banners, signages billboards & other promotional ads
- Enhance designs if necessary for quality output print purposes
- Develop new ideas and discuss with the client on concepts that will help promote their brand or product
- Handle sales, provide customer care & prepare design proposals for corporate clients as assigned by MD

Senior Graphic Designer

Scitechs Digital Solutions & GNM Printing House (Cebu - Philippines) 2003 - 2004

for Scitechs Digital Solution

- Help improve company's business clientele relation by giving customers the necessary technical advice regarding pre press output and color management
- Operate Image setter for film output and maintain its usage recommendations
- Take photographs for products and enhance them for promotional purposes
- Maintain color management standard from monitor calibration, film calibration, plate calibration, to press ink print calibration
- Use new technology of MacG5 that time and the latest Creative Suites of Adobe

for GNM Printing House

- Create graphic design for all packaging print jobs for GNM Printing House
- Develop box design & box layout for new products
- Create product logo/branding and label design for industrial, medical, food, agro and chemical products
- Enhance designs if necessary for quality output print purposes
- Redevelop, redraw and redesign of box labels, tags, stickers etc.
- Design brochure, booklets, flyers, posters, banners, signages billboards & other promotional ads
- Prepare digital color proofing for all packaging jobs of GNM Printing House

Corporate Course Consultant

Part-time Lecturer

Informatics Computer Institute (Cebu - Philippines) 2002 - 2003

- Handle walk-in and corporate customers for course consultation.
- Prepare proposals and arrange meetings for prospective corporate clients
- Manage deals and facilitate contract signing for corporate trainings
- Visit corporate clients regularly to promote clientele relations & training promotions
- Handle Classes for short courses in designing specifically Adobe Photoshop, PageMaker, InDesign, Freehand Corel & MS Publisher
- Introduce advance courses or training to corporate clients and helping them improve and maintain IT efficiency e.g. Database Management, MIS, OS, Linux or Programming etc.
- Arrange training venue, facilities, instructors and course Certifications
- Conceptualize, create and implement ads & other promotional campaigns

Graphic Designer

Mactan Multicolour Press (Cebu City - Philippines) 2002

- Prepares layout designs for publishing & commercial printing
- Layout yearbooks, booklets, newsletter and other corporate publications & ads
- Prepare and implement design for packaging and advertising
- Prepare artworks and finalize for image setter and digital output
- Handle sales for previous clients and special projects

Account Executive Proof Reader / Training Facilitator

SYS Printing Press (Cebu - Philippines) 2001-2002

- Ensure accuracy in printing by thorough proof readings before printing
- Help expand market opportunities for printing that specializes yearbook print
- Travel with the COO and other sales executives to the Visayas and Mindanao areas expanding clientele; give talks and providing orientations & presentations
- Conduct lectures/ training to students or groups about Campus Journalism, Cartooning, Yearbook Making Management, Lay outting and preparing files to printing industry
- Coordinate with Editor-in-Chiefs and Advisors to improve and assure them of quality print, best service and affordable pricing scheme

Graphic Designer, Artist and Photographer

*College Campus Publication (CASICIACO) Baguio City, Philippines
Year 1998 - 2001*

- Help conceptualize with the Editorial Staff for design and layout of the quarterly publication
- Prepares dummy layout for the printing press to finalize
- Prepares Graphics effects & enhance photographs for the publication using Adobe Photoshop 6
- Contribute article and develop captions for photos to be used for the publication
- Participate exhibition of artworks as a member of Artist Group (Mano De Oro)
- Implement design and supervise silk-screen printing process for T-shirt printing
- Create paintings using various medium e.g. oil, acrylic, water color, pastel, charcoal etc.
- Create a lot of mural paintings, participate exhibitions and supervise painting projects

■ EDUCATIONAL BACKGROUND

Post Graduate Studies

- University of the Visayas (Cebu City - Phils.)
with units in Masters degree in Business Administration
- Informatics Computer Institute (Cebu City - Phils.)
Certified Internet Professional Program (CIPP)

College Degree

Casiciaco Recoletos (Baguio City Phils.)
Graduated with a Degree of Arts Bachelor (ABPhilo)
Year : 1995 – 2001

Secondary School

Our Lady's Academy
Poblacion, Ronda Cebu, Philippines
Year : 1992 – 1995

Elementary School

Langin Elementary School
Langin, Ronda Cebu
Year : 1986 -1991

■ CHARACTER REFERENCE

Adnan Al Baqer – Manager

Manama - Kingdom of Bahrain
Mobile: +97339665335

Carmen Durano - Center Manager

Informatics Computer Institute
Cebu City, Philippines
Telephone: 63 (32) – 255-3103

Manny Manuel - Managing Director

Scitechs Digital Solutions
& GNM Printing House
Guadalupe, Cebu City
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Felicisimo "Jonathan" Torillo - Service Engineer

Salman Office Supplies - Jidhafs, Kingdom of Bahrain
Mobile: +97336067790

PERSONAL DATA

Nationality : Filipino
Passport No.: XX2749612
Birthdate : 2 July 1978
Height : 5.4"
Weight : 80 kg.
Civil Status : Married
Wife : Mirasol M. Sardalla, CPA
Son : Jim Xander M. Sardalla
Home Add. : Ronda - , Philippines

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