



APRIL MARIE LIBRANDO FLORES

MARKETING VISUALIZER, UI/UX ARCHITECT
& PROJECT MANAGER,

CONTACT

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SOFT SKILLS

- Time Management
- Leadership
- Communication
- Self Motivator
- Teamwork
- Sense of Humor

HARD SKILLS

- Digital Marketing
- Project Management
- UI/UX Web Design
- High Attention to Details
- Agile Development Native

PROGRAMS & SOFTWARES

- Adobe Creative Cloud
- FIGMA
- CanvaPRO
- JIRA - Confluence

KNOWLEDGE

Photoshop	●●●●●●●●
Illustrator	●●●●●●●●
In Design	●●●●●●●●
Canva	●●●●●●●●
ChatGPT	●●●●●●●●
FIGMA	●●●●●●●●
ASANA	●●●●●●●●
Teamwork	●●●●●●●●
Trello	●●●●●●●●
Slack	●●●●●●●●
ClickFunnels	●●●●●●●●

PROFESSIONAL PROFILE

A self-starter and client-centric individual looking for a position in the web design and digital marketing industry, to be able to put in good use of my expertise in digital marketing, UI/UX design and more than 10 years experience in the graphic design and web development department.

EDUCATION

Bachelors Degree in Psychology

University of San Carlos Main Campus (2005-2008)

Associate Certificate in Computer Technology

University of San Carlos Technological Center (2008-2010)

- Major in Multimedia Arts

Bachelors Degree in Fine Arts

University of San Carlos Technological Center (2010-2013)

- Major in Advertising Arts

EXPERIENCE

2024 UI/UX Designer and Product Specialist

RuralNet Incorporated | CashKO Insurance Brokerage

- Website & Software UI/UX Designer
- Product & User Journey Specialist

2022-23 UI/UX Designer and Brand Specialist

Shine Ranker/ Shinefy | Chase Reiner

- Website UI/UX Designer
- ThriveCart & Clickfunnels Designer
- Graphics & Social Media Design

2022-23 Digital Marketer and Executive Assistant

Staple Design | Fiverr: Luke Guiffrida

- Project Manager, Client Services & Profile Admin

2018-21 Graphics & Web Design Project Manager

Delonix Digital Marketing Agency
TechTower, Cebu Business Park, Cebu City

- Head of the Graphics and Web Design off shoot of the Web and Graphics department.
- Client-direct approach to all communications, visual messaging, promotions and daily updates on marketing operations

2017-19 Graphics and UI/UX Designer

Delonix Digital Marketing Agency
Mango Square, Gen. Maxilom Avenue, Cebu City

- Graphic design for the Web and Graphics team of Delonix Digital Marketing Agency - an off-shore digital marketing agency focusing on Australian and New Zealand clients.

BRAND WORKS

- Advocate Property AU
- Anaya Puerto Princesa
- Anna Cay Vlog Logo
- Barton Rogue Oil Recycling
- Beautified Beauty House
- Eye Parfait House of Lenses
- House of Orville Atelier
- Miss Asia Pacific Int'l 2016
- Mutya ng Pilipinas 2016
- My Property Circle AU
- New Orleans Grease Trap
- Pigscreen Digital Ad
- Property Women AU
- QHomes Property Mgmt
- STRUT Co.
- Studio Story Co.
- Teledata Global Solutions
- Twinkle Tots Corner

WHITE LABEL

- Advocate Property
- Calido Media
- GO Brands Group Australia
- Positive Business Online AU
- Search IT Local AU
- David Thomas Network

CLIENTS

- Luke Guiffrida | Fiverr
- SheStyle Salon | Dubai
- Social Media Pages
- Chase Reiner
- Shine Ranker

SOFTWARE DESIGN

- Shine Ranker
- Schedlify
- CashKO SME Financial Security
- RuralNet Insurance V4 Legacy Platform
- RuralNet Design System

EXPERIENCE

2015-17 Corporate Marketing Manager

Sheridan Group of Companies
North Reclamation Area, Mandaue City, Cebu

- Head of the Marketing Department under the entire Sheridan Group of Companies which includes:
 - Sheridan Beach Resort and Spa Palawan
 - Sheridan Boutique Resort Iloilo
 - Mandala Resort and Spa Boracay
 - Pigscreen Digital Advertising
 - FOCUS Lights - Ilaw ng Bayan
 - Sherlux Acrylic Spray Paints
 - Sher Cleaning Products
 - First Standard Finance Corporation

2015-17 Creative Department Head

Sheridan Marketing Inc.
North Reclamation Area, Mandaue City, Cebu

- Head of the Advertising and Promo Department focusing on brand visuals requested by different companies under the Sheridan Marketing Inc.

2009-15 Head of Design & Marketing

Dollfins Swimwear Co.
Bayswater Subdivision, Lapu Lapu City

2008-09 Graphic Design

McMedia Advertising & Marketing Inc.
Ranulfo Building, F. Ramos Street, Cebu City

ACHIEVEMENTS

Golden Awardee for Debuho Design - Best in Thesis

Integrated Marketing Campaign for ECO Works

- A year-long marketing campaign for Brgy. Luz Women's Program and Livelihood Advocacy.

Mutya ng Pilipinas 2016-2018

Creative Team Manager

- Beauty pageant creative team for Cebu & Palawan

Miss Asia Pacific International 2016-2018

Creative Team Manager

- Beauty pageant creative team for Cebu & Palawan