

hello.

Natassja Angeline Velasco



Armed with 7 years of on-hand agency experience, I am a well-rounded and versatile creative. As an insightful and strategic thinker, I believe in purpose-driven, relatable design and campaigns that deliver the work— the work that make our clients happy, the consumers excited, and our agency, proud.

Currently in: Arad, Romania

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Education

- 2015 - 2016 **Master in Advertising**
Bournemouth University
Bournemouth, United Kingdom
- 2010 - 2014 **Bachelor in Advertising Arts**
University of Santo Tomas
Manila, Philippines

Skills

- IDEATION** Storytelling, Insighting, 360 Campaign Conceptualization and Development, Strategy, Presentation, Social Media Content Creation, Brand Identity Development
- ART DIRECTION** OOH & Print Design, Packaging Design, Photography, Storyboarding, Illustration, Character Design, Motion Graphics, Corporate Branding and Logo Design, Color Theory, Color Grading, Retouching, Storytelling, UX/UI Design
- SOFTWARE** Proficiency with Adobe Creative Suite- Photoshop, Illustrator, Indesign, Knowledge of Motion Design, Animation and Editing with After Effects, Basic knowledge of Figma, Proficiency with Mac & Windows and office programs (Word, Powerpoint and Keynote)
- LANGUAGE** English (Native, IELTS C1), German (B1), Romanian (A1)

Industry Experience

- FMCG** Chips, Tea drinks, Wafers, Chocolates, Ice creams, Soymilk, Instant Noodles
- Healthcare** Shampoo, Anti-Fungal topical treatments, ED medicine, Pills
- Services** Low Cost Carriers, Cargo, Banks, Cable and Internet providers

Experience

- 2017 - Present **Senior Art Director** at Seven A.D.
Responsibilities include conceptualization, supervision and implementation of various materials- from 360 and ATL campaigns, OOH, digital communications and pitches. I also act as a design lead for a few of our local brands, merging creative and management work, which includes overseeing production meetings, shoots and so much more.
During my time here, the agency has won 3 consecutive independent agency of the year, as well as a Seven Star award, given to employees who have exhibited exceptional work.
<http://sevenad-ph.com/>
- 2017 - 2019 **Creative Director, Co-Founder** at Parea Branding Studio
Joint creative team focused on helping local businesses develop their visual identity.
www.instagram.com/parea.branding/
- 2014 - 2015 **Digital Creative** at Publicis Manila
Responsibilities include creating social media content for international brands such as Pantene, Vidal Sassoon, Nescafe.

Awards

- 2020 **Silver Anvil** for PSBank Millennials TVC
Awarded for effective communications
- 2019 **Seven Star Award**, Seven A.D.
Awarded for exceptional work
- 2018 **Adobo Design Awards Asia** for Gugma Weaves
Bronze for corporate branding design

let's collaborate!