

# JASMINE BAUTISTA

## GRAPHIC DESIGNER AND SOCIAL MEDIA STRATEGIST

Bay Area native with graphic design and social media experience at MTV, Blogilates and various organizations at the University of San Francisco. Recognized for creating graphics quickly and effectively that communicate brand identity and engagement with thousands of followers on multiple social media platforms. Resulted in increase of traffic, followers, and likes with each brand.

### EDUCATION

#### UNIVERSITY OF SAN FRANCISCO

Bachelor of Arts in Advertising  
Minors in Design & Philippine Studies

### EMPLOYMENT

MARCH 2017 - PRESENT

#### WRKSHIP

CONTRACT GRAPHIC DESIGNER

Contributed in-game marketing collateral for mobile game, *Beat Fever*, available globally in August 2017 on iOS and Android app stores

Collaborated with the 60+ member team of designers, artists, programmers, and supervisors to ensure deliverables are met

JULY 2015 - MAY 2016

#### CULTURAL CENTERS, USF

GRAPHICS & MARKETING INTERN

Designed with co-intern, 111 posters and social media graphics for the Intercultural Center and Gender & Sexuality Center

Collaborated with other interns to ensure graphics met their expectations, tone, and feel for the event planned

Managed multiple projects and ensured each deadline was met

APRIL 2014 - MAY 2016

#### KARMY HEADQUARTERS

GRAPHIC DESIGNER & SOCIAL MEDIA

Won "Faking It Fan Art Contest" which led to a two season collaboration with MTV Faking It social media team

Created weekly social media content to post on official MTV Faking It Tumblr with over 50,000+ likes, retweets, and reblogs

Increased followers by thousands in a span of two seasons

Designed graphics and gifs recognized and retweeted by both cast and crew of MTV Faking It on Twitter and Tumblr

Provided promotional graphics for weekly Twitter Trends for followers and MTV Faking It Twitter to share

MARCH 2015 - AUG 2015

#### CENTER FOR YOUTH WELLNESS

COMMUNICATIONS INTERN

Partnered with Communications Department to create a social media calendar and post on a daily basis

Updated CYW's website using Wordpress with latest articles, blog posts, and organization's information

Edited CYW's guides and pamphlets to ensure accuracy and most up-to-date information

JAN 2014 - JAN 2015

#### BLOGILATES

GRAPHIC DESIGNER

Created graphics for fitness Youtuber, Cassey Ho, with over 20,000+ likes on various social media platforms including Tumblr and Pinterest

Designed 80+ pages of an ebook meal guide sold on her website

Edited and created last minute graphics with quick turnaround

### SKILLS

-  ADOBE PHOTOSHOP, ILLUSTRATOR, INDESIGN
-  SOCIAL MEDIA
-  MICROSOFT OFFICE
-  HTML & CSS
-  IMOVIE

### CONTACT

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