



# TRISHA TOBIAS

*designer & illustrator*

**Portfolio** [trishatobias.com](http://trishatobias.com)

**Email** [trisha@trishatobias.com](mailto:trisha@trishatobias.com)

**LinkedIn** [/trishatobias](https://www.linkedin.com/in/trishatobias)

Five years of experience as a designer in the advertising industry in the United States and the Philippines, with the expertise of conceptualizing and implementing local and regional projects through traditional and digital media.

## WORK EXPERIENCE

### BBDO GUERRERO – DESIGNER

Metro Manila, Philippines | December 2015 – Present

- › Conceptualizes and designs product key visuals, logos, branding, campaigns, print, and digital materials for both local and regional clients.
- › Contributes ideas in early planning stages with creative directors and account managers. Heavily involved from concept to execution, giving art direction and working closely with photographers, producers, developers and final artists to produce the work.
- › Creates storyboards, oversees shoots, and gives direction during the color-grading, offline and online.
- › Designs user interface and responsive web pages for campaigns, matching brand guidelines and collaborating with the digital team to ensure optimal user experience.
- › Presents the boards to clients in person or conference calls, along with the team.
- › Effectively handles the following brands: Anlene, Beep, Cheetos, ChildHope, Del Monte, Doublemint, First Philippine Holdings (FPH), Frito-Lay, Pedigree, Procter & Gamble, Globe Telecom, Johnson's, M&M's, Mountain Dew, Pepsi, QBO, Quaker, RCBC, Red Ribbon, UNICEF, Visa, Yellow Cab Pizza Co.

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### SWAY – DESIGNER

Norfolk, Virginia, United States | July 2014 – July 2015

- › Designed logos, brand concepts, print and digital materials with the creative and developer team from start to finish, including final artwork.
- › Accounts handled: Sentara, The Port of Virginia, Great Lakes Seaway Partnership, LifeNet Health, NEON (Norfolk Art District), Beacon Health Options, William & Mary School of Business, Ferguson.

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### GROW – CREATIVE INTERN

Norfolk, Virginia, United States | January 2014 – May 2014

- › Worked with creative director, designers and developers to design desktop and mobile app interfaces, edit photos, produce web-ready assets in Photoshop and animated through After Effects, and create concepts and presentation decks for both internal and client-based projects.
- › Accounts handled: Google, Nike, Field Guide

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### VINYLMINT – DESIGN INTERN

Norfolk, Virginia, United States | June 2013 – August 2013

- › Designed branding materials, shirts, posters and infographics, and helped manage company's media presence. Collaborated with creative director, designer and developers in creating the company website.

## EDUCATION

### OLD DOMINION UNIVERSITY

Norfolk, Virginia, United States | 2010 – 2014

Bachelor of Fine Arts — Graphic Design  
Minor in Art History  
Summa Cum Laude, Dean's List  
(All semesters, 2010 – 2014),  
International Student Scholarship,  
GPA: 3.91

## SKILLS

### Technical Skills

- › Design, layout and typography
- › Versatile illustrations (Digital & Traditional)
- › Image-editing and photomanipulation
- › Up to date with best UX practices
- › Knowledgeable of front-end development (HTML, CSS and JS) and able to code
- › Proficient in Photoshop, Illustrator, InDesign, Microsoft Word, Excel, Powerpoint, Keynote. Working knowledge of After Effects and Premiere

### Project Management & Interpersonal Skills

- › Highly organized and collaborative
- › Proactive and prepared for any challenge
- › Identifies and sets priorities in tasks and maintains flexibility to changing situations
- › Empathic and displays courtesy and respect for divergent personalities and of different cultures

### Oral & Written Communication

- › English (Native), Filipino (Native)
- › Trained in research-writing
- › Excellent presentation skills

## AWARDS & FEATURES

- › **6th Tinta Awards** (PH, 2017) – 3 Silver Awards for Mountain Dew's Playable Print ad. (Craft Illustration, Special Print Media Execution, Interactive Print Campaign)
- › **Lucille Tenazas Excellence Award** (PH, 2016) – Awarded to “We are Here”.
- › **Adobo Design Awards: Silver in Mobile** (PH, 2016) – Awarded to “We are Here”.
- › **Feature in Graphika Manila Art Book** (PH, 2016) – “Creatures of Habit” featured.
- › **Feature in Creative Digest** (2015)
- › **Feature in Packaging of the World** (2015) – “Creatures of Habit” featured.
- › **Robert A. McCullough Endowed Prize** (USA, 2014) – Annual award given to an exceptional graphic design student, selected by the Old Dominion University Graphic Design faculty.
- › **Best in Show: Hack-U 2** (USA, 2014) – Designed interface for mobile game, Neighborhood Watch, for Dominion Enterprises’s Hackathon.
- › **2nd Place: Hack Virginia** (USA, 2013) – Designed interface for Halfway, a map-based mobile application, at the University of Virginia Hackathon.
- › **Best in Show: DE Hackathon 6** (USA, 2013) – Designed interface for Instacycle, a mobile application, for Dominion Enterprises’s Hackathon.
- › **Norfolk Federation of Teachers Award** (USA, 2011)

## PRESENTATIONS & EXHIBITS

- › **Making It** (USA, 2018) – Speaking engagement with design students at Old Dominion University.
- › **Art Department Juried Student Show** (USA, 2014) – Exhibited “CivilWarLand in Bad Decline” book cover redesign at Old Dominion University.
- › **6th Undergraduate Research Symposium** (USA, 2014) – Exhibited work, “Unplayed Piano: Song Lyric Book” at Old Dominion University.
- › **5th Undergraduate Research Symposium** (USA, 2013) – Presented “Marina Abramovic: Questioning Liberty” for the New Research in Modern and Contemporary Art category at Old Dominion University.

## VOLUNTEER WORK

- › **Room to Read** (Remote, 2016) – Volunteer designer for Tokyo Gala 2016 event. Helped with email invitations and announcements. Created layout for the program brochure, cascading design elements from a key visual to accommodate Japanese translations.
- › **Code for America, Hampton Roads** (USA, 2013–2015) – Volunteer designer for civic projects.

## LECTURES ATTENDED

- › **Icon Manila**  
Philippines, 2017 & 2018
- › **Graphika Manila**  
Philippines, 2016
- › **99U Local: Manila**  
Philippines, 2015
- › **HTCxWatson Social Enterprise Conference**  
Virginia, United States, 2015
- › **Fonts are Forever by James Edmondson**  
Virginia, United States, 2015
- › **Social Media Trends by Dean Browell**  
Virginia, United States, 2014
- › **Annual Arts Conference: The Business of Art**  
Virginia, United States, 2014
- › **Kern & Burn by Jessica Karle and Tim Hoover**  
Virginia, United States, 2014
- › **Mobile Web Experiences by Luke Wroblewski**  
Virginia, United States, 2013
- › **Designing a Year by Matt Muñoz**  
Virginia, United States, 2013