

# Ariel Paul A. Escosia

## Art Director • Web/Graphic Designer



# 7 Avocado Lane, F.E.U. Village Mambungan,  
Antipolo City, Philippines  
Landline: 6967548 Cel: 09174642791

Strategic, multidisciplinary designer & art director with an eye for innovation and pixel perfection. I've worked the gamut of clients (SM, Kultura, Toy Kingdom to name a few) and although my skill set is vast, my greatest expertise revolve in the world of print collateral, brand identity, website, social media, illustration, photography, animation, interactive design, video and TVC. My goal is to combine my knowledge and experience in these areas, to deliver the best creative to my clients, my employer's clients and their audiences.

## Special Skills

Advance knowledge in Adobe Photoshop, Illustrator, In Design, Wordpress, Flash, Muse, Dreamweaver, After Effects, Premiere, Corel Draw, Quark Xpress, Lightroom, Capture One, Free Hand.

Basic knowledge in HTML 5, CSS, Javascript and PHP.

Proficient in both PC & Macintosh

## Portfolio link

<https://drive.google.com/drive/folders/0B2P6ncjc5AeCT1ZHSzc2bE4yTmc>

# Employment History

## Freelance Art Director / Web Designer / Developer

**Location:** Philippines

**Company Industry:** Arts/Entertainment/and Media

**Job Role:** Art/Design/Creative

May 2014 - present

Conceptualize and develop design for Print and Online media. Design website mock-ups. Handle website revisions and/or re-designs as requested by the clients. Develop website banner animation and video.

## Creative Director

*Four P's Designs and Prints*

**Location:** Philippines

**Company Industry:** Arts/Entertainment/and Media

**Job Role:** Art/Design/Creative

January 2013 - May 2014

My key role was in the development of high level concepts and design projects in print collateral, brand identity, website, social media, illustration, photography, animation, interactive design, video and TVC. I have worked with both external and internal clients and know the requirements and needs of both of them. Apart from all these, I was also responsible in managing the design firm and other design resources.

## Art Director

*New Directions, Inc.*

**Location:** Philippines

**Company Industry:** Advertising

**Job Role:** Art/Design/Creative

September 2005 - January 2013

Develop design concepts for advertising campaigns and promotions, supervise digital photography of products, models and settings, animations, storyboard & TVC's.

## Art Director

*TACTICA ADVERTISING COMPANY*

**Location:** Philippines

**Company Industry:** Advertising

**Job Role:** Art/Design/Creative

October 2004 - September 2005

Develop design concepts for advertising campaigns, digital photography, directing employees engaged in artwork, layout design, illustration, coordinating with printing suppliers.

## Art Director / Manager

*ALTERNATIVE CONCEPT*

**Location:** Philippines  
**Company Industry:** Arts/Entertainment/and Media  
**Job Role:** Art/Design/Creative  
March 2001 - October 2004

Develop design concepts, digital photography, Managing engaged in artwork, layout design, illustration, supervising scanning, digital editing.

## Graphic Designer

*TITAN ADVERTISING TECHNOLOGIES, INC.*

**Location:** Philippines  
**Company Industry:** Advertising  
**Job Role:** Art/Design/Creative  
August 1998 - March 2001

layout design, scanning, digital editing, color management, final output, printing, & pre-production.

## Personal Background

Age	:	41 years old
Sex	:	Male
Birthday	:	January 12, 1976
Birthplace	:	Manila
Citizenship	:	Filipino
Religion	:	Roman Catholic
Height	:	5'8"
Weight	:	150 lbs.
Civil Status	:	Married

# **Educational Background**

Course : Bachelor in Fine Arts, Major in  
Advertising 1993 -1998  
College : FAR EASTERN UNIVERSITY  
Morayta, Manila  
Secondary : WESTERN TAYABAS HIGH SCHOOL  
Pitogo, Quezon  
1988 -1992  
Primary : ROOSEVELT COLLEGE  
Cainta, Rizal  
1982 - 1988

# **Character References**

SANDRA COOK  
Dep't. of Sociology / Anthropology - Ateneo de Manila  
University Tel. No.: 660 7948

ROBERT MENDOZA  
President- Digital Image,  
Inc. Tel. No.: 372 1822

FERMIN H. OROSA  
President- Khoros Enterprise, Inc. & Henson Clothing,  
Inc. Tel. No.: 7125107