

# John Anthony Gentilezo

Brand & Marketing Designer

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## PROFESSIONAL SUMMARY

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Brand and marketing designer with 6+ years producing high-volume, on-brand creative across digital, print, and event formats for gaming, esports, tech, and consumer brands. Comfortable moving fast across multiple concurrent clients without losing craft, and equally effective executing precisely within an established brand system or building one from scratch. Background spans in-house brand execution for a global tech brand (Lenovo Legion), agency and freelance production across multiple simultaneous clients, and creative direction for competitive gaming organizations. Comfortable across a wide range of turnaround windows, from same-day live event graphics to multi-week campaign builds.

## CORE SKILLS

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Brand Identity & Visual Systems, Key Visual (KV) Design, Campaign & Ad Visual Design, Social Media & Digital Content, Print & Marketing Collateral, Event & Environmental Design, Merch & Apparel Design, Broadcast Graphics, Presentation & Pitch Deck Design, Co-Branding & Partner Guideline Compliance, Cross-Functional Collaboration, Fast Turnaround / Multi-Project Management

## TECHNICAL SKILLS

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**Design Software:** Adobe Illustrator, Photoshop, InDesign, Affinity Suite, Canva, Figma

**Motion & Video:** After Effects, Premiere Pro, DaVinci Resolve, basic video editing

**Project Tools:** Google Workspace, Monday.com, Notion, ClickUp

## WORK EXPERIENCE

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### Graphic Designer (Full-Time) | July 2020 - July 2026

*via Beyond Events Production Management Inc. — Lenovo Philippines*

- Produced 20-40 key visuals per campaign (e.g., Legion Takeover Promo 2021, Legion & IdeaPad Gaming Pricelist 2022) within 1-3 day turnarounds; brand activation KVs ranged 10-30 assets per event with a 1-week turnaround.
- Designed digital ad creatives, including HTML5, GDN, and Meta ad formats, for co-branded campaigns with partners including Intel, Microsoft, NVIDIA, and AMD, on a quarterly cycle.
- Designed banner rotations and promotional layouts for the Lazada Legion brand storefront, aligned to ongoing campaign cycles.
- Contributed key visuals across social, print, and environmental formats for major brand activations, including the Legion Next Gen Launch and Lenovo Legion at PGDX 2025 and 2026, within 1-2 week turnarounds.
- Designed marketing collateral, including toppers, tent cards, flyers, and in-store banners, for Legion gaming and monitor product lines.
- Produced social media visuals for Lenovo Legion, IdeaCentre Desktops, and the Monitor brand.

### Graphic Designer (Freelance / Project-Based) | February 2019 - Present

*Various Clients*

- Built a full brand identity system for Gosu Gaming Gears, extending it across social media and product packaging (mousepads).
- Designed social media visuals and marketing collateral for Big Elephant, a UAE-based facilities management company, including vehicle branding and uniform design, on a 2-week turnaround.
- Created personal brand identities for individual gaming content creators and casters, including Roadfill Sparks and SLike, spanning social media and on-camera presence.
- Developed a visual identity, merch, and apparel designs for Peennoise Realm, a YouTube gaming group.

- Elevated a family business (Agyan Food Hub) as Brand Designer & Social Media Manager, building brand identity and ongoing content strategy.

### **Graphic Designer (Concurrent / Freelance) | August 2024 - April 2026**

#### *WP/Gaming*

- Contributed to a brand refresh for the Philippine Collegiate Championship (PCC) and its 4 sub-brands (Campus Roadshow, Esports Masterclass, Next Gen, Hiraya Cup), including new logos, art direction, and brand guidelines.
- Designed broadcast and real-time social graphics for tournaments including NCAA 100 Esports, Mapua Tech Fest, and Wizards League, while simultaneously supporting the ongoing PCC season.
- Contributed to pitch and proposal decks, and produced marketing collateral and apparel for partner brands like Converge and Axe, through PCC/WP-Gaming sponsorship activations.

### **Lead Designer (Concurrent / Freelance) | July 2020 - July 2024**

#### *Welcome Studios*

- Designed broadcast visuals and real-time social graphics for flagship tournaments (Liga Republika 2024, ROG Prodigy Tournament Series 2021, KDR Tournament 2020), as well as grassroots-level events (SteelSeries Prime Tournament, Valorant PH Community Rambulan, GGEZ All-Star Invitational).

### **Creative Lead (Concurrent / Freelance) | July 2020 - December 2023**

#### *Oasis Gaming*

- Contributed to a team of creatives, designers, and video editors, shaping brand direction across the organization.
- Designed key visuals for Oasis's esports divisions (Valorant, League of Legends: Wild Rift).
- Designed social media and broadcast graphics for individual content creators (Alli, Kris Rey, ohmikiursofine, Rezpurr, and others).
- Designed broadcast assets for livestream properties including Conyo Henyo, Family Face-Off, and Oasis Arena.
- Contributed to art direction and social/collateral design for THE OASIS 2024, hosted at Metrotent Convention Center, Pasig.

### **Graphic Designer & Social Media Manager (Full-Time) | July 2019 - July 2020**

#### *ULVL*

- Art directed and designed social templates and real-time graphics for the organization's Mobile Legends: Bang Bang team, while managing the team's social media presence.
- Designed social and broadcast graphics for the Juicy Legends Tournament, a 100+ team MLBB tournament across Pro and Amateur divisions, on a 2-week pre-event turnaround.