

Jayson Vergara

DESIGN DIRECTOR • CREATIVE THINKER • FRAMER DESIGNER

I connect strategy, visual identity, and digital experiences—turning complex ideas into clear, purposeful design.

CREATIVE DIRECTION

BRAND SYSTEMS

WEB DESIGN

FRAMER DEVELOPMENT

01 THE PERSPECTIVE

Big-picture thinking. Hands-on making.

I'm a design leader who connects creative strategy with hands-on execution. From shaping brand direction and leading creative teams to designing and building digital experiences, I turn complex challenges into clear, purposeful design.

Design leadership

Strategy through execution

Digital craft

Web design & Framer

Philippines

Creative work across remote teams

02 THE JOURNEY

A career built on creative craft.

Design Director Current

2023 — Present

STRCTR · formerly Prothird

Leading creative strategy, multidisciplinary teams, and brand direction. Turning complex ideas into clear visual narratives and impactful digital experiences.

Co-Founder / Senior Designer

2023 — 2024

Brandstorm

Co-founded a creative venture, developing brand identities and digital solutions while balancing creative direction, client collaboration, and execution.

Graphic Designer

2022 — 2023

Tenerity Philippines

Created marketing and communication assets, translating campaign objectives and brand guidelines into consistent, engaging visuals.

Graphic Designer

2018 — 2022

Design Pickle

Delivered creative solutions across diverse clients and industries, strengthening design versatility, problem-solving, and production efficiency.

Creative Design

2016 — 2018

Straightarrow / 2X PH

Designed digital marketing campaigns and branded content, translating client briefs into effective visuals across multiple channels.

03 THE TOOLKIT

From idea to the final experience.

Creative & art direction

Creative concepts, visual storytelling, team guidance, and a consistent standard of craft.

Brand & visual systems

Visual identities, brand expression, presentation design, and cohesive creative assets.

Website design

Clear page structure, responsive layouts, and digital experiences shaped around business goals.

Framer development

Bringing web designs to life with responsive builds, interactions, and custom components.

Adobe

Figma

Framer

04 WHAT'S NEXT

Let's make something meaningful.

Great work starts with a conversation. Whether it's a new challenge, a creative collaboration, or an ambitious idea, I'm always open to what's next.

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