# abigael camille bondoc

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MADE IN PH · BUILT FOR THE WORLD · JA-JAM ·

# art director + designer

+15 YEARS EXPERIENCE AS MULTIDISCIPLINARY DESIGNER AND ART DIRECTOR CREATING BOLD, THOUGHTFUL BRAND EXPERIENCES THROUGH DESIGN, STORYTELLING, AND STRATEGY.

BRAND STRATEGY · VISUAL IDENTITY · ART DIRECTION · MULTIMEDIA · WEB DESIGN · PRINT · PACKAGING · MANAGEMENT

## WORK EXPERIENCE

### creative / art director

DEC 2023 - PRESENT
**FREELANCE**

- Led brand and creative projects from strategy and concept through final execution.
- Developed brand identities, mood boards, campaigns, digital assets, OOH materials, sales presentations, packaging, and multimedia content.
- Provided creative direction across visual design, illustration, UI/UX, email campaigns, and branded communications.
- Managed projects, timelines, and creative teams while maintaining consistency across every brand touchpoint.

### brand designer

OCT 2023 - SEP 2024
**ONBOX CREATIVE**

- Built visual identities and brand assets for startups and growing brands.
- Defined brand USPs by connecting customer problems, brand solutions, and archetypes.
- Designed across digital, print, packaging, illustration, motion, and campaign materials.
- Turned brand ideas into clear, consistent visuals from concept to final output

### art director

NOV 2024 - JUN 2026
**DESIGN PICKLE**

- Oversaw day-to-day creative output across multiple client accounts and industries.
- Reviewed concepts and final designs to ensure quality, consistency, and alignment with each brand's standards.
- Guided designers through feedback, revisions, and creative problem-solving.
- Worked closely with global teams to manage priorities, deadlines, and high-volume design requests.
- Supported the creation of brand systems, campaigns, presentations, digital content, email layouts, and social assets.

### brand design manager

MAY 2018 - MAY 2023
**PAXFUL INC.**

- Led global design and video teams across brand, campaign, digital, print, and OOH work.
- Managed projects, content planning, and team workflows using Jira, Monday.com, and Miro.
- Owned creative work from concept to final delivery while keeping teams aligned on priorities and deadlines.
- Refined brand guidelines and creative workflows to improve consistency across campaigns and turnovers.
- Directed video shoots, commercials, and multimedia productions for both local and international events.

## WORK EXPERIENCE

### senior design executive

AUG 2017 - MAR 2018
**GOINDUSTRY DOVEBID**

- Maintained design quality and brand consistency across email campaigns, newsletters, banners, and print ads.
- Managed designers and reviewed creative work before final delivery.
- Built and optimized Eloqua email campaigns using performance data, reports, and audience insights.
- Supported marketing campaigns through design, email production, and performance analysis.

### multimedia artist

DEC 2012 - JUL 2017
**TRAVELBOOK.PH / SUMMIT MEDIA**

- Created digital, print, web, and social assets for Travelbook.ph marketing campaigns.
- Directed shoots, commercials, and multimedia production while maintaining visual quality and brand consistency.
- Set the creative direction for Travelbook.ph's first two travel magazines.
- Produced magazine features and graphics for titles including Cosmopolitan, Good Housekeeping, FHM, and Spot.ph.

### asst. project manager

JUL 2011 - NOV 2012
**HERCULES GROUP OF ASIA**

- Managed designers and developers across multiple web projects, keeping work on track and up to standard.
- Oversaw project workflows, QA, reporting, and delivery against client requirements.
- Brought hands-on experience in web design, UI/UX, branding, and HTML/CSS/PHP development into project planning and review.

### web designer

MAY 2011 - JUL 2011
**TAVOLOZZA INC.**

- Designed website templates, icons, and logos for Japanese clients.
- Built layouts in HTML/CSS and created supporting graphics and Flash assets.
- Adapted designs to client requirements while keeping visual quality consistent.

## DESIGN & WORKFLOW TOOLS

### design

| | | | |
|---|---|---|---|
| ILLUSTRATOR | – 9 / 10 + | FIGMA | – 8 / 10 + |
| PHOTOSHOP | – 9 / 10 + | FRAMER | – 7 / 10 + |
| INDESIGN | – 8 / 10 + | CANVA | – 7 / 10 + |

### video & photography

| AFTER EFFECTS | PREMIERE PRO | LIGHT ROOM |
|---|---|---|
| 7 /10 | 8 /10 | 8 /10 |

### project management

| | | | |
|---|---|---|---|
| MONDAY.COM | 9 | BASECAMP | 9 |
| ATLASSIAN \| JIRA | 8 | GOOGLE SUITE | 9 |
| ASANA | 8 | MS OFFICE | 8 |

### others

| | |
|---|---|
| HTML / CSS | 8 / 10 |
| STRIPO | 6 / 10 |

## DESIGN APPROACH

I believe great design should do more than look good. It should solve problems, communicate clearly, and create meaningful experiences that connect people with brands. For me, it's not just about making things vibrant or visually striking. It's about how people see it, feel it, and respond to it.

**After all, good design should make people look twice and think, "I want to be part of this."**

## CHARACTER REFERENCES


### Briana Lynch

CREATIVE DIRECTOR | FIREBLOCKS

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### Mariela Gaeto

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