



**CHRISTIAN
DELA CRUZ**

**GRAPHIC DESIGNER &
DIGITAL ILLUSTRATOR**

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w: christiandelacruz.com

Honolulu, Hawai'i

University of Hawai'i at Mānoa
May 2021

University of Hawai'i at Mānoa
May 2018

University of Hawai'i at Mānoa:
Campus Center Graphics
May 2018 - June 2021

University of Hawai'i at Mānoa:
Ka Leo O Hawai'i
March 2018 - May 2021

University of Hawai'i at Mānoa:
MānoaNow
June 2017 - May 2021

University of Hawai'i at Mānoa:
HDFS Department
July - August 2019

**American Institute of
Graphic Arts UHM**
June 2018 - May 2020

Mortar Board Honor Society:
Hui Po'okela Chapter
June 2016 - May 2018

University of Hawai'i at Mānoa:
Mānoa Peer Advisors
July 2014 - May 2018

EDUCATION

Master of Education in Learning Design and Technology
College of Education

Bachelor of Arts in Studio Art & Mathematics
Minor in Philippine Language and Culture
College of Arts and Humanities | College of Natural Sciences

JOB EXPERIENCE

Graduate Student Assistant

- Managed the development, assessment and operations of the graphics department.
- Implemented and revised office policies and procedures.
- Advised the student manager and graphic designers in design and production assignments.

Associate Design Director

- Designed, illustrated and managed print layouts, news graphics and covers for the paper and website.
- Assisted the Design Director with training the design desk.

Advertising Design Manager

- Managed layouts for print advertisements for the student newspaper.
- Assigned projects to graphic designers.
- Designed web and print promotional advertisements and projects for clients.
- Boosted student media following by designing self-promotional advertisements.

Graphic Designer and Illustrator

- Designed assets for a mediation app such as the logo and graphic illustrations.

CLUBS & ACTIVITIES

Secretary

- Organized design events to help raise funds for the UHM graphic design program.
- Managed club mailing list by promoting events, fundraisers and design opportunities.
- Recorded minutes during bi-weekly board meetings.

Webmaster

- Maintained the organization's website and social media platforms with new information.

Recruitment and Social Media Assistant

- Assisted in advertising the program through social media.
- Photographed and produced videos of program events to showcase peer advisors

AWARDS

**College Media Association –
Pinnacle Awards**
October 2019

Best Online Ad

Awarded second place for the *Down to Earth* online advertisement displayed on the MānoaNow website.

Associate Collegiate Press
March 2019

2018 Display Advertisement of the Year

Awarded honorable mention for advertisements done on the MānoaNow website.

University of Hawai'i at Mānoa
April 2018

2018 - 2019 Catalog Cover Publication

Designed the University's pages and cover for their print catalog, and digital banner for their web catalog.

COMPUTER SKILLS

Operating Systems

Fluent in the MacOS and Windows environment.

Adobe Creative Cloud

Fluent in InDesign, Illustrator, Photoshop, Lightroom. Familiar with XD, Dreamweaver, Premier Pro and After Effects.

Microsoft Office

Fluent in Word, Excel, and PowerPoint.

Google Suite

Fluent in Docs, Sheets, Slides and Forms.

Printing Drivers

Fluent on printing on Canon and Epson (small and large formats), Fiery Command Workstation, Roland Versaworks, Xerox (small format)

LANGUAGE SKILLS

English

Native speaker.

Filipino

Elementary level.

REFERENCES

Available upon request.