



# REGINA W. BAUTISTA

DESIGNER + ILLUSTRATOR

[www.reginawbautista.com](http://www.reginawbautista.com)

## PROFILE

14+ years total work experience:  
7+ years in digital marketing design,  
4+ years in web design,  
and a lifetime of illustration

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## EXPERTISE

Illustration  
Social Media Marketing  
Conceptualisation  
Video Editing

## EDUCATION

BA English Literature 2007  
Ateneo de Manila University, PH

## REFERRALS

**Bernie Quah**  
Founder of SketchPost  
[bernie@sketchpost.com](mailto:bernie@sketchpost.com)  
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**Estuardo Rodriguez Heer**  
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**Kirsty Tsang**  
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## EXPERIENCE

### SKETCHPOST STUDIO

#### GRAPHIC RECORDER + CREATIVE MANAGER (MAR 2019 - PRESENT)

At SketchPost Studio my main responsibility is graphic recording. This involves attending conferences, workshops to listen and illustrate the most salient points of the event on the spot. This could either be digitally or with physical boards and markers.

I've had the privilege to illustrate for brands such as: P&G, JLL, L'Oréal Paris, PWC, Visa, and Temasek.

My responsibilities include:

- Graphic recording, digital design for infographics, storyboard art, and illustration
- Video editing and simple animation
- Oversee quality control and coordinate workload distribution within the team

### SUPERNOVA

#### SENIOR DIGITAL DESIGNER (JUL 2015 - MAR 2019)

Supernova's fast-paced, results-driven startup culture trained me to work quickly and efficiently to create content that boosted sales and engagement.

Working closely with the Marketing and Acquisition teams, I crafted successful online collaterals for the 4 brands: SkinnyMint, BodyBoss, Sand&Sky and Coco&Eve. My work for SkinnyMint and BodyBoss contributed to continuous annual growth in revenue, as high as 40% during 2018.

My responsibilities included:

- Create video ads, weekly EDMs and content for social media channels
- Conduct and art direct in-house photoshoots
- Conceptualise and execute seasonal online campaigns, including all required collaterals from start to finish: landing pages, EDMs, ads, social media posts.
- Stave off ad fatigue and find new ways of reaching new customers as well as maintaining current brand loyalty

### DIGITAL BOOMERANG

#### DESIGN COORDINATOR (SEP 2011 - JUN 2015)

Visual designer of various clients including Channel News Asia, several government ministry websites like MEWR and Challenge of the PSD.

My responsibilities included:

- Visual design for websites and apps
- Illustrated infographics and website collaterals
- Oversaw quality control and coordinated workload distribution within the design department

### ANXA LIMITED

#### DESIGNER + ILLUSTRATOR (MANILA, NOV 2010 - AUG 2011)

Designed digital marketing for health and wellness coaching products.

### BATES CHI & PARTNERS

#### COPYWRITER + ILLUSTRATOR (MANILA, JAN 2009 - AUG 2010)

Advertising agency copywriter and storyboard artist. Conceptualised ad campaigns, wrote copy for radio, print, and online channels.