

CHRIS LAWRENCE SAN JUAN CARANDANG

A 30 year-old “promdi” artist from Quezon and graduate of Fine Arts in Advertising. He is looking for an opportunity that could help him hone his Tamaraw horns: a career that will benefit his professional growth and allow him to work with a team of creative talents.

Chris Lawrence, 30
Sr. Graphic Designer

As a Creative

Being in the industry for quite some time, experiences have given him so much opportunity to hone his skills and talents with various media. Nevertheless a lot of challenges are still to come his way and he’s very much open to endeavor things or situations that are beyond his capabilities.

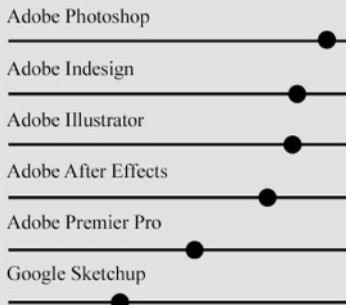
Practiced Skills

- Graphic Design • GIF Animation
- Logo Visualization • 3D Mock Up
- Layout Design • Digital Photography
- Photo Manipulation • Digital Art
- Video Editing • Traditional Art

Platforms Used

- Windows
- Mac OS

Mediums



Should you find him interesting. Please reach him at...

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Sr. Graphic Designer

EmeraldX - Ciscor Solutions, Quezon City
(January 2023 - Present)

Working as a Graphic Designer for EmeraldX — a US client under Ciscor Solutions.

EmeraldX is an advertising and events agency based in the US. I am part of the corporate team which focuses more into the production of brand books and guidelines for our brands, existing and prospect clients. However, as a corporate graphic designer, I also function as a support to other designers to help them with their respective brands.

Given the position, I have the opportunity to practice my versatility from simple graphic designing to more in depth and critical part of every brand we carry, which is to provide the team and our clients the brand guidelines for them to effectively communicate and share their brands to the rest of the world.

Creatives Manager

Urbanize, U Elements, & Pacsafe Philippines
Quezon City
(August 2021 - December 2022)

Being the Creatives Manager for United Limsun International Trading Corporation is really a challenging role. Together with my team, we’ve been handling internationally renowned brands and our very own multi-branded concept store.

As the head for the company’s creative team, I set the directions mandated by my Marketing Head and the bosses, translating their visions into compelling visuals which as if feels like I am breaking barriers from being traditional to bringing something new to their tables.

Essentially, I mostly do key visuals for every plotted campaigns we have on our plate, from concept to final artwork so then I can cascade it down to my team to render. Occasionally, I also edit and render videos for our campaigns whenever my team is on full load. I also lead our in-house photo and video shoots, at times we do guerilla shoots -- and on some cases, I do the modelling so we can produce assets for our respective brands.

Workwise, our dynamics as a team is astounding as we all work collaboratively. We all know our strengths and weaknesses, thus we are able to fill in all our gaps and produce materials that are on or beyond expectations.

As a team, we have paved the way for our brands to finally be noticed as we are able to level up our visuals (as compared from before) and produce assets that our company had never imagined possible.

Creative Lead

Nutrition Depot Philippines, Ortigas, Pasig City
(September 2020 - August 2021)

As the Creative Lead for Nutrition Depot Philippines, I spearhead over-all creative directions of our campaigns, brands and the company, hand-in-hand with the DMM.

Being granted this role is a breakthrough for my career because it’s never easy to set the direction and standards for my brands because it’s always a gamble - a make or break scenario everytime. Having said that, I’ve grown into a more critical, creative person since I became responsible for the creative directions for our campaigns, in-house photoshoots, and sometimes even video productions together with my mentee MMA.

Since I got in during the pandemic, we maximized the digital platforms available - social media and e-commerce. Thus, we focused more on creating digital campaigns through static and video ads, website and Google ads to penetrate the digital market. But at the same time, helping out our offline market by driving the customers to our physical stores whenever it’s safe and possible.

I work collaboratively well with the team which I confidently think has helped the company level up its branding and image to the audience through various digital channels. Which also helped establish its position in the Philippines as one of the most trusted distributors of the best available fitness and nutrition brands worldwide!

Creative Marketing Lead

New Balance Philippines, BGC, Taguig City
(December 2019 - September 2020)

Being the Creative Marketing lead for New Balance has given me so much opportunities to showcase my skills in variety of mediums available.

From social media down to store roll-outs, I ensure sure every single details go by my way and/or the principal’s direction. I lead campaign store roll-outs nationwide, creating visuals from available assets from the principals upto the very last details.

Aside from New Balance, I also get to work with other brands and concept stores such as Arena, ProTouch, Planet Sports, The Athlete’s Foot and a little of Converse.

Senior Graphic Artist

No Fear & Skechers Philippines
Complex Lifestyle Store & Fusion Store
Ortigas, Pasig City
(August 2018 - December 2020)

As a Senior Graphic Artist, I’m part of the company’s Creative Services Department and reports directly to our Art Director. I render artworks according to our clients’ requirements which are from our Marketing Associates, Marketing and Brand Managers or the Bosses for their respective brands.

I do advertisements for Social Media usage, Marketing Collaterals and/or Materials, and OOH Media for campaigns cascaded from approved artworks of me or the Art Director by the Bosses.

As one of the seniors, I see to it that I work accordingly to our clients’ expectations with minimal supervision of our Art Director and works collaboratively as well when needed.

Creative Manager

X-clusive Marketing Inc., Quezon City
(January 2017 - June 2018)

As a Creative Manager of XMI, I am in charge on leading and supervising our team of Creative Artists to help them successfully deliver artworks and outputs based on our clients' demands.

Nevertheless, I still design but not limited to logos, flyers, business cards, menus and the like - including social media materials for continuous growth on my part as an artist. I sometimes do 3D mock-ups for different marketing and activation needs whenever clients demand to.

Aside from being the lead of my team, I'm also able to work closely with our Managing Director in exploring, brainstorming and conceptualizing other possible marketing materials that we could offer our clients to help them maximize their promotions through various media available in the market.

Creative Artist

X-clusive Marketing Inc., Quezon City
(March 2016 - December 2016)

As a Creative Artist of XMI, I am in charge of rendering creative outputs based on clients' requirements with a touch of marketing.

Designing flyers, business cards, menu, and the like - including social media ads are sort of my regular routine. I also do 3D mock-ups for different marketing and activation needs whenever client demands to do so.

Graphic Artist

Sights & Sites Outdoor Advertising,
Quezon City
(June 2015 - March 2016)

As an artist, basically I am in charge of the creative works, such as layouts, ideas/design proposals for the clients or video presentations.

My skills with Google Sketch-Up had also been a good help for me and I believe, also with the company because I was able to put their visions to life through my 3D visualizations. Which I believe somehow helped them with the proposals for their clients.

Creative Assistant

Metro Ad-vantage Media Marketing
Services, Quezon City
(June 2014 - January 2015)

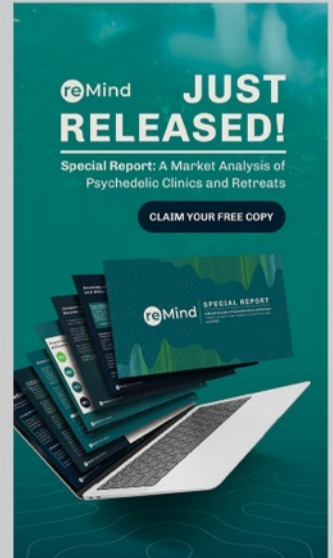
As a Creative Assistant, I am used to making graphics, layouts and 3D mock-ups (Google Sketch-Up) depending on the needs of the clients.

This company had helped me hone my skills most especially on the 3D aspect. I was able to make 3D visualization for quite a number of events we held - or what we call an event deck.

HIS WORKS

EMERALDX

CORPORATE, BRANDING, EVENTS

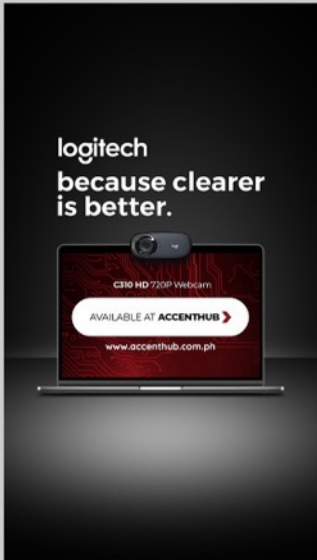


HIS WORKS



ACCENTHUB

BRAND AWARENESS, CONVERSION CAMPAIGNS



LAPTOP SENSEI

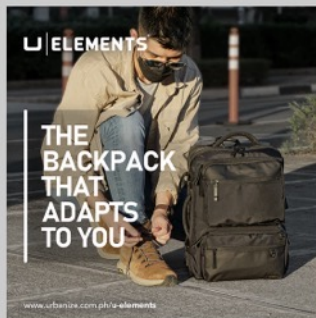
BRAND AWARENESS, CONVERSION CAMPAIGNS



HIS WORKS



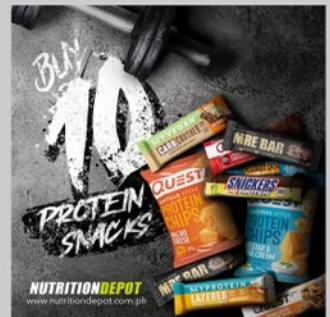
UNITED LIMBUS INTERNATIONAL TRADING CORP.
BRAND AWARENESS, CONVERSION CAMPAIGNS



HIS WORKS

NUTRITION DEPOT

BRAND AWARENESS, CONVERSION CAMPAIGNS



Logos

