



Justine Severino

Visual designer & Multimedia Artist

Creative director with 9 years of diverse experience; 5 years at preeminent global law firm and world's leading legal brand, Baker McKenzie; and 4 years of freelance practice with global clients.

*Dynamic and innovative project manager. Digitally savvy designer and global advocate. **Effective and empathetic creative problem solver.***



justinenatalia@gmail.com

06 38 32 76 58

06410 Biot, France



portfolio

justinseverino.com

Languages

- English · Native
- Filipino · Native
- French · B1

Expertise

- Design thinking and creative problem solving
- UX research and UX design
- Ideation and conceptualization
- Creative and art direction
- Marketing and communication
- Print, digital media and video production
- Project and stakeholder management
- Storytelling and presentation

Software skills

Adobe Creative Suite

Figma



Experience

Komi

Jun 2021 – Present
Part-time · Remote

Creative Director

Led and developed the visual identity, provided counsel for the UI/UX Design direction of Komi's digital products, and manages marketing, communication and social media.

MBD Open Marketing

Jun 2020 – Dec 2020
Internship · On-site

Graphic Designer

Developed and produced marketing collaterals such as posters, flyers, infographics, social media posts and motion design videos for the agency and their clients.

ABC Assessment

Apr 2019 – Sep 2019
Contractual · Remote

Graphic Designer/ Illustrator

Illustrated and created layouts for personalized Children's books for their EdTech branch.

Baker McKenzie

Aug 2013 – Sep 2018
Full time · On-site

Senior Designer · Jul 2018 – September 2018

Led a team of creative professionals in providing multimedia support for external and internal business development, marketing and communication programs.

- **2018 Passion Excellence Awardee** for pioneering the firm's end-to-end video production capability.

Designer · Jul 2015 – Jul 2018

Served as the primary liaison for the team's video production services, responsible for managing pre- to post-production activities.

- **2018 Trust Excellence Awardee** for directing and producing a video about the Manila creative team.
- **2016 Integration Excellence Awardee** for designing the GSM History Book to celebrate 15 years in Manila.
- **2015 Exceptional Service Awardee** for designing the mobile application to simplify global regulation laws and data for lawyers in the healthcare industry.

Junior Designer · Feb 2014 – Jul 2015

Produced branded print and digital marketing collaterals (such as brochures, infographics, advertisements, etc.) for local, regional and global teams.

Design Intern · Aug 2013 – Sep 2013

Designed the firm's global CSR Magazine and assisted with the creation of internal print and digital media.

Education

Beign School

Université Côte d'Azur
2018 – 2021

Masters in Design & Sustainable Innovation

Honorable mention · Mention très bien

- **Diploma Project: Qaway Project/ Empathic Generation**
An empathy kit consisting of games and activities designed for pre-school children.
- **Student Partnership Project: Toyota Europe Design Development**
Oct 2018 – Mar 2019
Designed a sustainable system and range of products relating to water mobility in Southeast Asia for the Toyota Mobility Foundation.

De La Salle - College of Saint Benilde

2009 – 2013

Bachelor of Arts in Multimedia Arts

Deans Lister in 2nd semester, 2009, 2nd semester, 2010 and 3rd semester, 2012

- **Exhibitions: Multimedia Arts Festival** · 2013

Certifications

- Google UX Design · 2022
- Leadership Development Launchpad Program (LDLP) · 2018
- Adobe Audition CC · 2018
- Adobe After Effects Advanced · 2017
- Adobe Premiere Pro Advanced · 2017
- Digital Video Fundamentals, Production and Cinematography · 2017
- Fast Track to HTML5 and CSS3 · 2016