



Beatriz Anne Sierra

San Juan City, Metro Manila, Philippines

+63 905 6145 188

craftsandBS@gmail.com

@craftsandBS

<https://craftsandbs.wixsite.com/portfolio>

I am a self-taught artist who started a career as a Creative Designer and Digital Illustrator in June 2020 to pursue my passion for creating art and sharing my world perspective. Since 2009, I have used traditional mediums such as acrylic paint, pencil, and watercolor but have transitioned to new media. Now, help businesses create Visual and Cognitive Branding.

Educational Background

St. Scholastica's College, Manila

BS Accounting Technology

2013-2017

Best Thesis

Skills & Proficiencies

- Layout Design
- Static Social Media Marketing
- Social Media Campaign Ads
- Basic Photo Manipulation
- Logo and Visual Branding
- Cognitive Branding
- Carousel Posts
- Print and Digital Posters
- Packaging Layout Design
- Curation of Design Template
- English Communication

Software and Application

- Adobe Photoshop
- Adobe Illustrator
- Canva

Work Experience

Creative Director and Consultant

Genre Cafe, Tagaytay City

July 2022 to Present

Plans the Cognitive Branding and executes and designs the Visual Branding to show how music and coffee co-relate with one another. Gives creative briefs and direction to the in-house photographers and videographers

Creative Consultant

Jacob Matthew Grill & Restaurant, Tagaytay City

December 2022 to present

Planned the Cognitive Branding and executed some of its Visual Branding

Graphic Designer, Intern

The Maverick

November 2022 to April 2023

Created static posts for marketing engagement posts and product thumbnails for e-commerce campaign ads.

Collaborated with the team to help with the new Visual Branding, and pitched new and creative ideas.

Volunteer Work

Graphic Designer

Victory Greenhills

November 2021 to present

Volunteered to create design templates used by other volunteers to create Static Posts for social media. Created artwork such as event poster invites (digital and printed), engagement posts, and poster greetings.