

## Patricia Mae Singtan

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### Professional Summary

A highly creative and detail-oriented Graphic Designer and CAD Operator with a strong background in Industrial Design. Graduated from the University of Santo Tomas with a Bachelor of Fine Arts, majoring in Industrial Design. Skilled in graphic design, CAD operations, and digital artistry, with experience in multiple industries. Adept at multitasking, meeting tight deadlines, and adapting to fast-paced environments. Passionate about innovation, aesthetics, and creating functional yet visually appealing designs.

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### Organization Experience

#### Chief Media Director

*Musikang Sikat ng mga Tomasino (MUSIKAT) | September 2020 - May 2023 (3 years)*

- Approves or provides direction on visual design concepts.
- Ensures graphic designs align with brand identity and campaign goals.
- Works closely with creative directors, graphic designers, and visual teams.
- Provides briefs and strategic input for design needs across media platforms.
- Ensures consistency in design across digital, print, and video formats.
- Maintains brand guidelines in all visual communications.
- Reviews and signs off on graphic assets for advertisements, social media, and branded content.
- Ensures designs meet technical specs for media placement (e.g., file formats, sizes, color modes).
- Allocates funds for design tools, software, freelancers, or external creative agencies.
- Stays updated on visual trends and ensures design output remains modern and competitive.
- Encourages use of new visual formats, such as motion graphics or interactive media.
- Provides constructive feedback to design teams based on performance metrics and user engagement.

## **Creative Director Staff**

*UST Community Achievers Association | September 2021 - May 2022 (7 months)*

- Create visual assets: graphics, layouts, illustrations, motion graphics, etc.
- Design for various media: digital (web, social), print (flyers, brochures), and video.
- Develop visual content based on briefs and campaigns.
- Collaborate with copywriters to align visuals and messaging.
- Ensure all design work aligns with brand guidelines.
- Maintain consistency in tone, color, typography, and overall aesthetic.
- Work closely with marketing, product, PR, and digital teams.
- Present work to the Creative Director and revise based on feedback.
- Design assets for ad campaigns, launches, social media, and events.
- Help adapt content for various channels and formats.

## **Executive Associate to the PRO (Public Relation Officer)**

*Musikang Sikat ng mga Tomasino (MUSIKAT) | July 2019 - May 2020 (10 months)*

- Manage the PR Officer's calendar and schedule meetings.
  - Organize and prepare materials for presentations or press events.
  - Handle correspondence, emails, and documentation.
  - Draft press releases, media advisories, and briefing notes.
  - Help monitor media coverage and compile press clippings.
  - Assist in responding to media inquiries.
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## **Work Experience**

### **Graphic Artist**

*Kimstore Company | [April 01, 2024 - 2025] (1 year)*

- Designed digital and print materials for marketing campaigns.
- Created product layouts, website graphics, and promotional content.
- Maintained brand consistency across all visual elements.
- Videography and Video Editing.
- Photographer.

## **CAD Operator**

*Edgardo N. Anonuevo Engineering Services | July 2023-December 2023 (6 months)*

- Developed detailed CAD drawings and technical plans for engineering projects.
- Ensured accuracy and adherence to specifications in 2D and 3D designs.
- Assisted engineers in preparing design modifications and improvements.

## **Graphic Designer**

*DDM Enterprise | 2022 (5 months)*

- Created engaging graphic designs for marketing materials, branding, and social media content.
  - Collaborated with clients and team members to develop visually appealing concepts.
  - Utilized Adobe Creative Suite to produce high-quality designs.
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## **Education**

***University of Santo Tomas***

Bachelor of Fine Arts, Major in Industrial Design

***Far Eastern University***

Science and Technology in Engineering and Mathematics

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## **Skills**

- Graphic Design (Adobe Photoshop, Illustrator, InDesign)
- CAD Software (AutoCAD, SketchUp)
- Creative Problem-Solving
- Adaptability & Quick Learning
- Multitasking & Time Management
- Strong Attention to Detail
- Team Collaboration & Communication
- Branding & Visual Identity

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## Languages

English (Fluent)

Filipino (Native)

Portfolio Link: [2025 Singtan Portfolio](#)