JOHN KYLE CUADRA

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OBJECTIVE

Creative Graphic Designer with 4+ years of freelance and organizational experience delivering impactful digital and print materials. Skilled in branding, social media graphics, and event design with a strong background in IT for technical versatility. Seeking opportunities to contribute visual creativity to marketing, digital content, or design-focused teams.

TECHNICAL SKILLS

- Tools: Canva, Photoshop, Illustrator, Premiere Pro, Figma, WordPress + Elementor
- Communication & Team Collaboration
- Social Media Content Creation
- Digital & Print Design (Posters, Flyers, Logos, Event Materials)
- Branding & Visual Identity Development

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer | Various Clients & Organizations – Hybrid   **Dec 2020 – Feb 2025**

- Designed and delivered 100+ creative assets including posters, social media graphics, video edits, and promotional materials.
- Maintained consistent branding and visual identity across multiple organizations.
- Handled simultaneous design requests, ensuring on-time delivery while maintaining quality.
- Acted as lead designer for church and community events, boosting audience engagement and event visibility.

Youth & Community Design Projects | Macabalan, CDO   **2021 – 2023**

- Created event graphics and social media content for youth organizations and parish campaigns.
- Supported outreach programs by designing promotional visuals, improving community participation.
- Collaborated with leadership teams to align creative materials with event objectives.

EDUCATION

Bachelor of Science in Information Technology   2021-2025

- University of Science and Technology of Southern Philippines | Expected 2025

Relevant Coursework:
Purposive Communication, Art Appreciation, Human-Computer Interaction, Web Systems & Technologies, Information Management, Technopreneurship

CERTIFICATIONS

- Basic Graphic Design Skills Training
- Basic Digital Marketing Skills Training
- Basic Content Writing Skills Training
- Ops Tool Training (Design Tools & Workflow)

PORTFOLIO

- jkcuadra.com/canva-project