

PROFILE

With a rich reservoir of design expertise and an unwavering commitment to precision, I am wholeheartedly devoted to shaping compelling brand narratives through ingenious solutions. My vast experience in the industry provides me with the foundation to craft exceptional designs that resonate deeply with audiences. I continuously strive to stay abreast of the latest trends and technologies, pushing the limits to enhance my abilities. Explore my portfolio at anthonybuenafe.com

EXPERIENCE

Senior Graphic Designer

Global University Systems / Toronto, ON · 2023-present

- Played a key role in fostering collaborative partnerships between Global University Systems and multiple universities and colleges across Canada.
- Led the development of brand guidelines and supervised the production of diverse marketing materials.
- Developed social media content, including videos and graphics, designed websites with a marketing focus, and produced digital and print materials to strategically promote the partnership and its programs.

Graphic Designer

CanCap Group Inc. / Mississauga, ON · 2022-2024

- Led the corporate rebranding project, overseeing the redesign of branding materials and websites to better reflect strategic goals.
- Developed impactful marketing materials including email campaigns, social media posts, videos with motion graphics to enhance brand visibility and appeal to the target audience.

Graphic Designer

Qatar Airways / Doha, Qatar · 2007-2021

- Designed comprehensive training resources for cabin crew, spanning digital and print formats like manuals and in-flight publications, resulting in streamlined training procedures.
- Led the photography efforts for equipment and food in training materials, enhancing visual presentation and effectiveness.

Graphic Designer

Adabisc Future Qatar / Doha, Qatar · 2006-2007

- Created designs for a range of marketing materials such as flyers, packaging, posters, and food menus for renowned local brands located in Qatar.

Graphic Designer

Performa Global Pty / 2006 · Makati, Philippines

- Created effective branding solutions for well-known hotels, airlines, and retail brands. Moreover, I have developed engaging presentations customized for consultants in the hospitality sector.

Graphic Designer

Hinge Inquirer Publications / 2005-2006 · Makati, Philippines

- Responsible for graphics and layouts for monthly magazines and a range of other marketing collaterals.

EXPERTISE

Brand Design
Web Design
UI Design
Motion Graphics
UX Design
Videography/Editing
Photography/Editing
Typography
Visual/Digital Design
Project Management

COMPUTER SKILLS

Adobe Creative Suite:

- After Effects
- InDesign
- Premiere Pro
- Illustrator
- Photoshop
- XD
- Acrobat

Webflow
Figma
Final Cut Pro
Wordpress
Microsoft Office
Stripo

EDUCATION

UX Design

Brainstation

Toronto, ON · 2023

Interactive Media Design

Durham College

Oshawa, ON · 2023

BS Interior Design

De La Salle -

College of St. Benilde

Philippines · 2002