

Mindy Molina

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SUMMARY

I'm a graphic design / surface design freelancer currently stationed in Metro Manila, Philippines, with a preference for remote, output-based work (with an operating business license in Monrovia, California for freelance work in the US).

My main work areas veer towards pattern design, as my most recent work has been for David Textiles in CA, USA, where I have worked both as an in-house and off-site textile designer (from 2014 until today, going on 7 years).

My recent work (all on mindymolina.com) also includes web images, banners, layout design, brand design, book covers, and social media (Instagram) curation using my tools of trade: iPad with Procreate, MacBook Pro with Adobe Photoshop, Illustrator, and InDesign.

EDUCATION

Ateneo de Manila University, Quezon City, Philippines
Bachelor of Fine Arts (BFA), Information Design (2012) – Cum Laude

WORK EXPERIENCE

David Textiles, CA, USA

Textile and Graphic Designer (June 2014 – Present: 6 years, 10 months+)

- Designed textile repeat patterns ready for by-the-yard or paneled fabric; created motifs and elements according to buyers/art direction depending on category (nursery/seasonal/apparel) using Adobe Creative Suite; submitted work worth 8 hours daily to the Creative Director in a timely fashion: In-house from 2014-2016, offsite from 2016 to present.
- As of January 2021, created from scratch or had a hand in at least 25% of the company's printed textiles on their main client's website (source: David Textile's *All Fabric* page on Walmart.com).
- Continually researched key ideas and trends to contribute to the design process.
- Created from scratch spec packs and design files (for ready-to-print submission to mills, approvals to licensors, and deck pitches to clients). All were in the correct specifications and kept organized.
- Communicated with mills for strike-off approvals, coordinated with licensors for design approvals or procuring of licensed assets.
- Designed creative packaging for textile products: hang tags, boxes, labels, and belly bands for commercial display.
- Created and conceptualized annual product catalogs (using Adobe InDesign), including seasonal supplemental catalogs.
- Created and organized thousands of website images and banners for e-commers, taking into account importance of 100% correct file specifications for smooth backend uploading (size limit, pixel count, etc.).
- Managed Instagram social media account by curating clean and modern images, and created easy-to-read blog graphics, all intended for the target market consumer.
- Worked hard individually (self-started, organized own time-table), collaborated cross-functionally with the team and other departments.

Clowning Around, Manila, Philippines

Social Media Manager and Graphic Designer (Jan 2019 – Mar 2020: 1 year, 3 months)

- Created Instagram content (including management of photo shoots and photo editing of lifestyle photographs and graphic design posts), complete with copywriting, scheduling, and a social media calendar.
- Managed a full overhaul of company's branding suite, including the creation of a Wix.com website from scratch, brand decks, brand brochures, rate sheets for clients, and business cards.
- Time-managed part-time work alongside other contractual work in the same time frame (David Textiles).

Canva, Manila Branch, Philippines (Main HQ in Sydney, Australia)

Layout Designer (Oct 2016 – Jan 2017: 4 months)

- Created a minimum of 50 approved layouts per week – a range of fresh and varied template designs (brochures, invites, social media posts, deck presentations) for Canva.com.
- Time-managed full weeks of work alongside other contractual work in the same time frame (David Textiles).

Rhapsody Clothing Co, CA, USA

Assistant Fashion Designer (Mar 2013 – May 2014: 1 year, 2 months)

- Saw through creation and modification of sample garments from drawing flat sketches to following up with different departments until the sample is completed
- Used knowledge of sewing instructions, fabric selection and trim placement for sample garments to match requests of merchandisers at a target cost.
- Assisted in meetings of in-house sales team with retail merchandisers.
- Coordinated with domestic (Los Angeles) and international (Guatemala, China) textile companies and vendors to follow up with sample fabric orders, inquire about fabric inventories, and prices.
- Developed designs for retail hang tags and labels specifically for the company and its different brands.

Timi and Leslie, CA, USA

Intern (Jul 2012 – Dec 2012: 6 months)

- Designed textile repeat patterns.
- Created graphics for the website, catalog, logos, textile prints, Facebook and Twitter pages.
- Assisted with the day-to-day tasks of the Director of Creative Services.

Cute Tea, Quezon City, Philippines

Graphic Designer (Jun 2011 – Aug 2012: 1 year)

- Developed a one-of-a-kind design concept for the business.
- Created poster, tarpaulin, logo, and menu designs.
- Created a stall design for the milk tea kiosk.
- Mediated between the printing/installation company and the stall owners regarding proper stall installation and printing of materials.

SKILLS

Graphic Design | Mac OS X | Photoshop | Illustrator | InDesign | Procreate App | Vector Illustration | Social Media | Microsoft Office

PROFESSIONAL REFERENCES

- Denise Guirola Montano – Social Media Consultant (Tinkergarten): 714-929-0446 | denise.guirola@gmail.com
- Cathy Bishop – Senior Graphic Designer (Hybrid Apparel): catbbishop@gmail.com
- Vakhtang Miskaryan – Senior Textile Designer (David Textiles): vmiskaryan@yahoo.com
- Jessica Lopez – Sr. Art Director (Zappos Family of Companies): jessica@uncommonindustries.com

PERSONAL REFERENCES

- Ana Kristel Lapid – Economic Research and Regional Cooperation Department (Asian Development Bank): ana.kristel.molina@gmail.com
- Josiah Gosingtian Jr. – Concept Art, Designer: juju.gosingtian@gmail.com