

Vienne Gem R. Balasa

Portfolio: bit.ly/Portfolio_VienneBalasa

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EXPERIENCE:

Live Portrait Artist | Sept. 2024 - present

Freelance / Various Events and Markets

- Create live hand-drawn portraits for customers at art markets and pop-up events
- Set up and manage a portable booth experience
- Customized portrait pins, prints, and paper-based artworks

Illustrator/Multimedia Artist | Sept. 2020 - 2025

Coffee Buddy

- Designed original characters aligning with the brand's identity.
- Created a comprehensive suite of visual assets including icons, backgrounds, and illustrations, ensuring consistency across all marketing materials.
- Collaborated with marketing teams to achieve strategic goals through design.
- Edited and produced video content for promotional videos.

Freelance Illustrator | Sept. 2020 – present

Self-employed

- Worked closely with a diverse range of clients to understand their vision, project goals, and specific illustration needs.
- Adapted illustration style to suit different project needs, whether for editorial, commercial, or personal use, maintaining a high level of quality across all work.
- Curated a portfolio showcasing a wide range of illustration projects, demonstrating versatility and expertise in the field.
- Utilized Autodesk Sketchbook and Procreate to create high-quality illustrations.

Character Designer/Illustrator | June 2021 – Aug. 2021

Empowering Confident Youth

- Conceptualized and designed engaging characters that effectively communicated educational content to the target audience.
- Produced detailed character illustrations, including multiple views, expressions, and poses, to fully realize the character's personality and visual identity.
- Established a consistent visual style for the characters that matched the tone and style of the educational materials.

Graphic Designer | Aug. 2019 – Oct. 2019

Out of the Box Event

- Designed interactive invitations with engaging visuals and multimedia elements for various events, ensuring each invitation matched the event's theme.
- Created visually appealing posters and flyers for events, clearly conveying key information and aligning with the event's overall style.
- Designed clear and attractive presentations for use at events, incorporating graphics and layouts that effectively communicated information and engaged the audience.

Cartoonist | June 2018 – Mar. 2019

The Vanguard Publication

- Produced engaging cartoon illustrations for use in magazines, newspapers, and other publications, focusing on humor, satire, or commentary as required.
- Worked closely with editors and writers to ensure cartoons complemented the content and message of the publication, providing visual support for articles and features.
- Stayed informed about current events and trends to produce relevant and timely cartoons that reflected contemporary issues and cultural contexts.

EDUCATIONAL BACKGROUND

Eulogio “Amang” Rodriguez Institute of Science and Technology - BS Civil Engineering
(2020-2024)
San Juan City Academic Senior High School (2019-2020)
Eugenio Lopez Jr. Center for Media Arts Senior High School - Arts & Design Track
(2018-2019)

TECHNICAL SKILLS

- Adobe Creative Cloud (Ai, Ps, Pr)
- Procreate
- Google Suite
- MS Office

PROFICIENCIES

- | | |
|---------------------------|------------------------|
| ● Content Creation | ● Data Visualization |
| ● Graphic Design | ● Time Management |
| ● Illustration | ● Presentation Skills |
| ● Video Editing | ● Organization Skills |
| ● Social Media Management | ● Interpersonal Skills |