

BRANDON MASANGCAY

DESIGN BRANDON
Art Director



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www.DesignBrandon.com

A versatile creative professional who seamlessly transitioned from an illustrious ten-year career as a DJ to pursuing a passion for visual design. Dedicated to delivering visually captivating and impactful designs that exceed client expectations. Eager to contribute expertise and drive growth as a senior graphic designer within a forward-thinking organization.

EDUCATION

- **CERTIFICATE: UI DESIGN**
Career Foundry 2019
Online Program
- **CERTIFICATE: VISUAL DESIGN**
General Assembly 2018
San Francisco, CA
- **BACHELORS: ART**
Ex'pression College / SAE
Emeryville, CA

SPECIALTIES

- Graphic design
- Typography
- User-Interface
- Logo Design
- Responsive web
- Illustration
- Ideation
- Branding

EXPERIENCE

- **ART DIRECTOR**
Walmart Connect // January 2023 - Present

Collaborated with a diverse range of clients selling under the Walmart store to design brand pages that showcased their unique visuals and enhanced their presence on the storefront. Created visually compelling marketing materials, including onsite, offsite, and social media assets, to drive brand visibility and engage target audiences. Ensured consistency with Walmart's overall aesthetic and guidelines while infusing each brand page with its own distinct visuals and messaging.
- **SENIOR GRAPHIC DESIGNER**
Nike - US Sports Camp // March 2023 - December 2023

Collaborate with the Nike Sports Camp team to create visually captivating and on-brand materials, ensuring a seamless blend of sports aesthetics and compelling design. Develop dynamic designs for various print and digital assets, including brochures, posters, social media graphics, and website elements, maintaining consistency with Nike's visual identity. Incorporate Nike's iconic imagery, vibrant colors, and typography to evoke a sense of athleticism and inspire young athletes participating in sports camps.

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DESIGN BRANDON
Sr. Designer

SKILLS

- Photoshop
- Figma
- Sketch
- Illustrator
- Lightroom
- After Effects
- Final Cut Pro
- InDesign
- Procreate
- Marvel App
- Callipeg

INTERESTS

- Golf
- Basketball
- Technology
- Business
- Music
- AI
- Traveling
- Health & Wellness
- Clothing
- Entertainment

EXPERIENCE

○ SENIOR GRAPHIC DESIGNER

Salesforce // March 2022 - January 2023

Conceptualize marketing materials for the #1 CRM in the world. The deliverables include social media materials, event signage, keynotes, e-books, animation, film, web development, direct mailers, and much more. Taking on campaigns from end to end: briefing with project managers and marketing, ideating for the brand, and presenting to partners.

○ VISUAL DESIGNER

Amazon // January 2022 - March 2022

Producing assets to build the Amazon Explore storefront. Work across content to identify emerging trends, and turn them into reusable patterns. Attend product meetings and have a granular understanding of the company's goals. Champion design approach, reconcile feedback from various stakeholders, and provide input to others in a collaborative, supportive, working environment.

○ CO-FOUNDER / ART DIRECTOR

Creative Gallery // January 2020 - December 2022

Wore multiple hats within a dynamic startup digital media company. Oversaw and directed the art team: Leading the conceptualization and execution of creative projects, collaborating closely with clients to understand their vision and deliver compelling visual solutions that aligned with their brand objectives.