

Maria Beatriz Tud

Graphic Designer

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Profile

A **dedicated Graphic Designer with over seven (7) years of experience**, specialising in **comprehensive brand identity development, web and print solutions, and impactful visual communication**. My background spans diverse industries — from fast-paced B2B Food & Beverage and HealthTech to dynamic Small & Medium Enterprises (SMEs) — adeptly balancing structured corporate roles with agile freelance delivery.

Driven by a philosophy of lateral growth, I continuously deepen my understanding of design's function across various sectors — ensuring I provide robust, purpose-driven solutions. Apart from being **highly proficient across the Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects) and Figma**, I also possess strong working knowledge of **Webflow**, with a keen focus on **accessible web building and WCAG requirements**. My interest in **UI/UX design and research** further underpins my commitment to **user-centric and effective design**.

A **collaborative and versatile professional**, I excel in **translating complex requirements into compelling visuals**. I am committed to delivering **top-quality, on-brand solutions that drive continuous improvement and genuinely elevate client visions**.

Professional Experience


Creative Lead, Brand & Digital

EHS Trusted Cleaning Services 

2022/12 – present
Melbourne, Australia

- **Developed and executed** comprehensive **cross-platform brand strategies**, enhancing visibility and consistency across all touchpoints.
- **Designed and optimised** key **digital assets**, including user-friendly website interfaces (**significantly boosting lead generation**) and engaging social media content (**driving notable lead acquisition**).
- **Managed** the end-to-end design and production of diverse **print materials**, from general collateral like brochures, banners, flyers, and business cards, to impactful monthly advertisements in publications such as **Mornington Peninsula Magazine** and **Peninsula Essence Magazine**; individual campaigns generated **substantial sales outcomes**.
- **Monitored** industry trends to inform and adapt branding strategies and design solutions.
- **Achieved a significant increase in lead generation** following the implementation of new design strategies and optimised collateral.

Graphic Designer

House of Foods (formerly Euro Poultry, merged with Carmo Food Nordic) 

2020/02 – present
Nørresundby, Denmark

- **Designed** product logos and packaging, creating brand-new visuals for the entire product line.
- **Created** product-focused promotional materials for both print and online platforms.
- **Developed** designs for external promotions and internal use, ensuring **brand consistency**.
- **Created** templates and revised layouts for existing marketing materials, ensuring they were up-to-date and on-brand.
- **Adapted** designs to meet the diverse needs of clients and different promotional mediums.

Graphic Designer

Holmusk 

2020/10 – 2022/07

Singapore

- **Analysed** design briefs to accurately define project scope and creative requirements.
- **Developed** insightful visual concepts and engaging design directions based on project needs.
- **Prepared and presented** initial drafts, effectively communicating design rationale and proposals.
- **Designed** compelling internal and external **presentation decks** for advertising and brand initiatives.
- **Developed** illustrations, logos, and other designs using software or by hand.
- **Created impactful graphics**, ensuring all design elements remained consistently on-brand.
- **Collaborated closely** with internal business development and UX design teams for in-house creative needs, including graphic design for websites, app visuals, and documents.
- **Conducted user testing** for websites (e.g., Holmusk) to gather insights and refine user experience.
- **Tested graphics** across various media, revised designs based on feedback, and ensured all final graphics and layouts were visually appealing and consistently on-brand.

Graphic Designer

Boutique Wine Society 

2018/08 – 2020/12

Sydney, Australia

- **Designed** engaging web pages, digital graphic elements, and compelling infographics.
- **Conceptualised** dynamic designs, adapting visuals to specific themes and seasonal requirements.
- **Developed** foundational design elements to maintain **visual consistency** across multiple client and partner brands.
- **Produced** a wide range of print and digital promotional materials, including menu cards, event collateral, newsletters, email blast graphics, and wine case inserts.

Social Media Graphic Designer

Tijoh 

2020/01 – 2020/07

New York City, USA

- **Provided** all-around **graphic design support** for brands such as *Two Player* and *5&5*.
- **Developed** engaging **social media content** to amplify brand presence and messaging.

Graphic Designer

Sydney Public Relations

2018/07 – 2019/07

Sydney, Australia

- **Designed** comprehensive booklet reports that **compiled and showcased the significant reach and impact** of influencer events across key Australian cities including **Perth, Melbourne, and Sydney** for clients like **Criniti's** and **SEMrush**, effectively documenting **over 3 million exposure and more than 1 million online interactions** achieved by the events.
- **Executed** various **in-house design projects**, ensuring consistent brand messaging and visual appeal for internal and external communications.

Senior Associate Multimedia Artist

One Mega Group Inc. 

2017/12 – 2018/07

NCR, Philippines

- **Developed and curated** engaging **social media visuals** across a diverse portfolio of leading magazine brands (e.g., Mega, BluPrint, Lifestyle Asia).
- **Created** a wide range of designs for promotional campaigns, event materials, and internal communications, ensuring **brand consistency**.
- **Developed** illustrations, logos, and other custom designs as required for brand and editorial content.
- **Coordinated and executed** live event visual presentations, including the simultaneous operation of multiple LED screens for dynamic displays.
- **Collaborated cross-functionally** with various internal departments to meet diverse graphic design needs.

Education

Bachelor of Science in Multimedia Arts and Science Major in Graphic Design
Mapua University 

2013/07 – 2017/06
Manila, Philippines

Skills

- Brand Identity Development** — Expert
- Graphic Design** — Expert
- Packaging Design** — Expert
- Digital Content Creation (Social Media & Web Graphics)**
— Expert
- Event Visuals & Thematic Design** — Expert
- Logo Design (Bespoke & Conceptual)** — Expert
- Print Design & Production** — Expert
- Web Design (Visual & UI)** — Proficient
- Marketing Collateral Design** — Proficient
- Visual Systems & Guidelines** — Proficient

Core Competencies & Process:

Visual Communication • Concept Development & Ideation • Design Brief Analysis • Client & Stakeholder Collaboration • Cross-Platform Design • User-Centric Design Principles • Design Iteration & Feedback Integration • Print Production Management • Vendor Coordination • Design Research (Consumer & Trends)

Software

- Adobe Illustrator** — Expert
- Adobe Photoshop** — Expert
- Adobe Lightroom** — Proficient
- Webflow** — Expert
- Microsoft Office** — Expert
- Umbraco** — Amateur
- Adobe InDesign** — Expert
- Adobe After Effects** — Proficient
- Adobe Premier Pro** — Competent
- Figma** — Proficient
- WordPress** — Competent

Languages

English — PTE Academic Level CEFR Equivalent: B2 | **Tagalog** — Native/Bilingual

Interest

- **Gaming:** Immersive world-building, farming simulations, and adventure games.
- **Anime & Visual Narratives:** Exploring diverse animated and illustrated stories.
- **Creative Culture:** Pop culture, fashion, and visual storytelling.
- **Outdoor & Social:** Exploring local scenes, coastal walks, and spending time with friends & family.

References

Marlon Scheucher, *CEO & Operations Manager*
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