

# Maria Beatriz Tud

## Graphic Designer

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### Profile

An experienced Graphic Designer with over seven (7) years of experience across diverse industries, including B2B and SME environments, Food & Beverage, HealthTech, Trade Services, Retail, and Publication. I specialise in creating and implementing effective branding solutions that clearly communicate a company's vision and brand identity.

My expertise in developing and executing cross-platform brand strategies has given me a proven ability to bring a brand's unique story to life and ensure a consistent visual identity across all channels. Highly proficient in Adobe Creative Suite, Figma, Webflow and Microsoft Office Suite, my skills also include branding, photo editing, video editing, web design and data visualisation. I am a collaborative professional with a strong ability to interpret briefs, manage multiple projects simultaneously, and deliver top-quality, on-brand solutions.

### Featured Projects

#### KPao Food Center ✎

*Branding | Retail/Food & Beverage*

Lead Designer, Brand Identity

**Project Overview:** Led the rebrand of KPAO Food Center, a Filipino Chinese food business, to modernise its image and attract a younger demographic. I developed a contemporary visual identity with a bold new logo and visual system to highlight their diverse menu.

#### Key Responsibilities:

- Collaborated with stakeholders to understand and refine the design brief, encompassing the brand's vision and target demographic.
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- Designed a new logo and visual identity, successfully integrating the client's request for a cute bao character.
- Developed a unique visual system with a cohesive aesthetic to showcase a variety of dishes.
- Created key visual assets for all brand touchpoints, including menus, packaging, window decals, and a full suite of social media content for the launch campaign.

#### Villa Buenaflor Resort ✎

*Branding | Hospitality/Travel*

Creative Director, Brand Identity

**Project Overview:** Directed the full brand overhaul for Villa Buenaflor Resort, positioning it as a welcoming destination. I developed a calm, nature-inspired identity with a clean typographic system and a memorable logomark to balance polished sophistication with approachable warmth.

#### Key Responsibilities:

- Led the creative direction for the full brand overhaul, working closely with the owners.
- Defined the brand's visual positioning as a polished yet approachable and welcoming retreat.
- Designed a polished yet inviting and memorable logomark, serving as the central icon for the brand.
- Developed a calming and nature-inspired colour palette to reflect the resort's environment.

- Selected a clean typographic system to complement the logomark and enhance readability.
- Developed a versatile visual system to support future collaborations, including food festivals and community events.
- Created core visual assets for digital platforms, marketing collateral, and on-site signage.

## **mHaven**

*Brand Implementation • Multimedia | HealthTech*

Graphic Designer

**Project Overview:** Following stakeholder approval of a logo I designed for mHaven, a new well-being solution, I was entrusted with the comprehensive visual development for the brand. My role expanded to cover all marketing materials, presentations, and website support.

### **Key Responsibilities:**

- Led the conceptualisation and design of the mHaven logo, reflecting its core philosophy of "mind without mind".
- Developed comprehensive visual designs for marketing materials, newsletters, and internal documents.
- Designed and refined presentation decks for various internal and external stakeholders.
- Provided visual design support for the mHaven website, ensuring brand consistency.
- Collaborated with internal teams (e.g., UX design, business development) to ensure seamless design integration.
- Prepared rough drafts and presented ideas for feedback, iterating designs as required.
- Ensured all final graphics and layouts were visually appealing and strictly on-brand across various media.

## **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

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