



MOMA WILWAYCO

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Education

RHODE ISLAND SCHOOL OF DESIGN Providence, Rhode Island	Bachelor of Fine Arts, Graphic Design 2016 Graduate with Honors
BROWN UNIVERSITY Providence, Rhode Island	Liberal Arts, User Experience and Interface/Art History 2016
HARVARD BUSINESS SCHOOL ONLINE Cambridge, Massachusetts	CORE Credential of Readiness, Business/Managerial Economics 2021

Design Experience

03/2018 - 05/2021	PVH CORP. Digital Designer New York City, USA	PVH is an American clothing company which houses Heritage brands. Worked on the developing the module pages for the new Heritage Brands site. In conjunction with the creative director, the site launched end of Q2. After the launch, I have assisted the Art Director in producing content for the Stylebureau, IZOD, Van Heusen & Speedo brands. This includes creative development, post-processing/retouching, web design, email design and concept development for web & CRM marketing.
01/2018-03/2018	CREATIVEFEED Art Director New York City, USA	Creativefeed is a digital marketing agency specializing in luxury fashion/lifestyle brands . Produced Art Direction for social media content, Event Design for product launches and Created digital strategy for website redesign. (Clients: Louis XIII, Edmond de Rothschild Heritage, Joseph Drouhin)
08/2016 - 12/2017	AMIHAN GLOBAL STRATEGIES Creative Director Los Angeles, USA	Amihan Global Strategies is a technology company that accelerates digital transformation. We offer our expertise to leading institutions in ASEAN and beyond. Produced Master Branding Identity for the organization, Provided User Experience/User Interface Consulting Creative Research Lead on various design initiatives. (Clients:GABC and BDO).
08/2014- 08/2015	KAYA COLLABORATIVE Chief Creative Washington DC, USA	Kaya Collaborative is a non-profit organization founded on the ideals mobilizing diaspora youth as partners to long-term, locally led social change. Established Kaya identity through branding, merchandise, document layout system, brochures and information graphics. Manage all creative aspects as well as marketing and promotion

Residency

01/2015-08/2015	RISD EUROPEAN HONORS Rome, IT	RISD in Rome: EHP is a unique residency that welcomes a select group of students from multiple disciplines to spend a full semester immersed in a global and interdisciplinary environment, which is designed to feed independent and experimental studio projects. Conducted research on Visual Narratives through collage/foldings and led curation team for final exhibition. Assisted local creative studios with brand identity building and UI/UX consulting.
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Skills

Efficiency in Creative Adobe Suite (Illustrator, Photoshop, Indesign, After-effects, Premiere) , Motion Design, Web Design, Color Grading Da Vinci Color Resolve HTML/CSS, App Development through Prototyping (Marvel/Invision), User Journey, User Interface design and UX writing, Conducting A/B Testing, Print Design, Multi-lingual (English, Tagalog and Italian), Curating Spotify Playlists for the office.