

LISANDRO M. JUDAYA

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SUMMARY OF QUALIFICATIONS

A confident and creative designer who is self-motivated, adaptable, and skilled across both print and digital media. I've worked with a wide range of companies — from clothing brands to superannuation and health supplement companies — delivering engaging and effective design solutions. Along with my design expertise, I have strong front-end development skills, ensuring seamless integration of visuals and functionality across digital platforms. I'm proficient in Photoshop, InDesign, Dreamweaver, Illustrator, and modern web technologies, with a focus on creating designs that are visually striking and strategically aligned with brand goals.

PROFESSIONAL EXPERIENCE

RN Labs

Website and Digital Design Specialist | www.rnlabs.com.au

Jan 2022 – Present

Brisbane, Queensland, Australia

- Developed wireframes and mockups to plan and structure website page layouts
- Designed, updated, and maintained WordPress websites, ensuring optimal functionality and visual consistency
- Produced and distributed digital content across multiple marketing channels, including email campaigns and social media platforms
- Designed and formatted product and specification sheets in coordination with the customer service and tech teams to support sales and marketing initiatives
- Reported directly to the Marketing Manager, delivering creative solutions for campaigns and brand development projects
- Collaborated closely with web developers to ensure precise implementation of design concepts and a seamless user experience

Avantek Innovative Technology

UI/UX and Web and Graphic Designer | www.avantek.com.au

March 2010 - December 2022

Brisbane, Queensland, Australia

– SOLD TO GALLAGHER IN JUNE 2018 –

Avantek was an innovative technology vendor specialising in bespoke, personalised communication solutions for institutions and advisers. These solutions enabled clients to better connect and engage with their customers and members. After its acquisition in 2018, Avantek became part of Gallagher.

- Reported directly to the CEO, Managing Directors, and Operations Manager, delivering design solutions aligned with business objectives
- Designed and produced brochures, marketing collateral, and presentation materials to support client communications and product launches
- Developed website layouts and user interfaces, focusing on usability, brand consistency, and responsive design
- Designed an interactive game app to enhance customer engagement and demonstrate platform capabilities
- Created mobile UX/UI designs, optimising user experience across multiple devices and ensuring seamless visual integration with the company's digital platforms

Taylor Science Technology Philippines

Website and Graphic Designer

April 2009 - January 2010

Philippines

- Designed and developed e-commerce websites for Blue Hue's in-house product lines
- Created print and digital designs for the company's clients, including marketing collateral and promotional materials
- Collaborated with a US-based design team and the internal design team to align on creative direction and maintain brand consistency
- Produced visual assets for social media, email marketing, and online advertising
- Worked with developers, marketing teams, and the design team to ensure cohesive design across all platforms
- Supported brand development by maintaining consistent visual identity across materials

Smooth Dezigns

Website and Graphic Designer

October 2008 - April 2009

Philippines

- Reported directly to the owner/CEO, handling specialised requests related to web and graphic design
- Designed and developed landing pages, animated GIFs, and interactive banners for WordPress sites and blogs for the CEO's personal projects
- Created a wide range of web and print materials, including promotional graphics, marketing collateral, brochures, and digital assets, ensuring consistency with brand identity and project objectives
- Mentored a junior designer within the team, providing guidance on design standards, workflow, and creative development
- Collaborated on creative concepts, providing design solutions that enhanced user experience and visual appeal across both digital and print platforms

Focus Interactive Outsourcing Inc.

Website and Graphic Designer

November 2006 - September 2008

Philippines

- Designed and developed front-end eBay affiliate websites with a focus on usability, conversion optimisation, and consistent branding
- Created and animated web banners to attract and engage online users, driving traffic to affiliate pages
- Produced landing pages, promotional graphics, and digital ads to support marketing campaigns while maintaining brand identity
- Conducted layout testing and performance checks to ensure cross-browser compatibility and responsive design
- Collaborated with marketing and development teams to enhance user engagement and uphold branding standards

Bigfoot Global Solutions Inc.

Website and Graphic Designer

July 2004 - November 2006

Philippines

- Collaborated with the Art Director to design and develop graphics for online casino games
- Created animated GIF banners to promote online casino games
- Developed visual assets for game interfaces, icons, and promotional materials
- Assisted in maintaining brand consistency across all digital and event-related designs
- Supported the marketing team with artwork for campaigns, social media, and newsletters
- Served on a special team responsible for managing corporate events, trade shows, and other company functions
- Contributed creative ideas for event themes, booth displays, and promotional giveaways

USA Sports Inc.

Advertising and Promotions Head

April 2002 - April 2004

Philippines

- Designed marketing materials including posters, brochures, billboards, calendars, POS displays, and standees
- Collaborated with the marketing team to present ideas for potential event partnerships and sponsorships
- Managed boutique installation and construction, including designing graphics for the boutique's interior
- Reported directly to the CEO to discuss project plans, design concepts, and marketing strategies
- Initiated events and promotional activities to boost brand visibility and drive sales

PORTFOLIO

Personal website

www.lisandrojudaya.com

KEY SKILLS

Programming Languages

- HTML / XHTML
- XML
- CSS

Software Packages

- Microsoft Office
- Adobe Indesign
- Adobe Photoshop
- Adobe Flash
- Adobe Illustrator
- Dreamweaver
- Adobe XD
- Adobe After Effects

EDUCATION

Bachelor of Fine Arts-Major in Advertising, 2002

University of San Carlos, Cebu City, Philippines

Secondary Education, 1997

Mandaue Gullas College, Mandaue City, Philippines

Primary Education, 1990

Colegio dela Inmaculada Concepcion, Mandaue City, Philippines

PERSONAL INTEREST

Photography | Video Editing | Mountain Bike | Basketball | Travelling

REFERENCES

References are available on request.