



# MICHAEL SALINDONG

## Curriculum Vitae

### professional skills

Good management skills with proven ability to lead and motivate a team. Well experienced in handling pressure when working on tight deadlines. Planning the direction of all our marketing activity on a campaign. Unleashing my creativity and expertise to think of new ways of delivering our message to our customer. Manages campaigns and motivates our marketing team to make sure that our campaign is successful.

- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
- In-demand web designer/graphic artist/ multimedia developer with proven ability to transform creative ideas into effective communication.
- Solid experience in design, marketing and advertising for the web and print media
- Knowledge of typography, page and screen layout, composition and color theory
- Creative and strategic thinker with 20 years experience in creative design and visual communication

### employment

**Al Bassami International Business Group**  
Riyadh, KSA - **Brand Manager**

8+  
YEARS  
CURRENT

#### Job Summary

- Responsible for managing marketing, advertising and promotional activities of Al Bassami International Business Group including its subsidiaries (ROAD Assist, Bassami Express, Bassami Security Systems, Al Bassami Insurance, Al Bassami Industries).
- Maintain our company's public image through the implementation of marketing initiatives and oversee social media accounts and ensure brand consistency.

### CONTACT ME

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### PRO SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Microsoft PowerPoint

Autodesk Maya

Adobe After Effects

Adobe Premiere

Wordpress CMS (Elementor)

HTML / CSS

UI/UX Design



## employment (cont.) ▾

**Al Bassami International Business Group**  
Riyadh, KSA - **Brand Manager**



### Major Accomplishments

- Complete rebranding of Al Bassami International Business Group Co.
  - All signages (65 branches)
  - All receipts, job orders, letterhead, business cards, souvenir items, all vehicles and truck branding, presentation templates, all print advertising materials, all brochures and profiles, flyers and anything related to branding.
- Al Bassami Transport website and Al Bassami Group website
- Exhibition booth design and fabrication and all exhibition materials for both print and digital media
- Janadriya parking plan and layout and the complete branch offices layout and floor plan including Juffali parking plan
- Social media channels design (Facebook, Twitter) including the daily social media post and advertisement
- User interface and user experience design for Al Bassami Transport Android and iOS application.
- User interface and user experience design for Al Bassami Transport branch kiosk and monitoring web application powered by Odoo
- Al Bassami Industries (Steel Fabrication) brand architecture including logo creation, stationaries, company website using Odoo platform, company brochure and profile, project plan proposal for different clients
- Al Bassami Insurance Brokerage brand architecture including logo creation, stationaries, company website using Odoo platform, company brochure and profile, project plan proposal for different clients
- Al Bassami Express brand architecture including logo creation, stationaries, company website using Odoo platform, company brochure and profile, project plan proposal for different clients
- Al Bassami Security System brand architecture including logo creation, stationaries, company website using Odoo platform, company brochure and profile, project plan proposal for different clients
- ROAD Assistance brand architecture including logo creation, stationaries, company brochure and profile, project plan proposal for different clients

## EXTRA SKILLS

- Image/ Brand Development
- Graphic Design/ Original Art
- Web Design & Development
- UI / UX Design
- 3D Modeling & Animation
- Motion Graphics

## INTEREST

*web 2.0* **web-marketing**  
*s.e.o.* **social media**  
*music/html/css* *social networks*  
**science and technology**  
*reading* **basketball**  
*web design* **video-editing**  
**3d modeling computing**  
**ui/ux design youtube**

# 21+

Years of professional graphic design, ui/ux design, web design & development

Communication	● ● ● ● ● ● ● ●
Conceptualizing	● ● ● ● ● ● ● ●
Leadership	● ● ● ● ● ● ● ●
Execution	● ● ● ● ● ● ● ●



## employment (cont.) ▾

**Myriad International - Riyadh, KSA**  
Design and Development Manager

4+  
YEARS

2009-2013

### Job Summary

- Managing a design team.
- Managing the design process.
- Supporting, understanding and advising our client as to the requirements and his/her obligations in the development of the design project.
- Ensuring design information is of the right quality and keeps pace with project timescales.

**Mass Media Advertising - Doha, State of Qatar**  
Art Production Manger

1+  
YEARS

2008-2009

### Job Summary

- Oversee the production aspect of art to improve efficiency and cost effectiveness
- Supervise artists and advise the supervisors of artists regarding workflow and project scheduling and the design concept as well
- Making decisions on the visual elements of the project, and by giving the final say on the selection of models, art, props, colors, and other elements
- In charge of the creative team that produces artwork to be displayed in advertising campaigns, or on products

**ZAFNET IT & Communication - Riyadh, KSA**  
Web Designer & Developer / Multimedia Artist  
Graphic Artist, 3D Modeler

6+  
YEARS

2001-2007

### Job Summary

- Create and maintain the visual design for digital assets including, but not limited to, web sites, Flash demos, user-interfaces, web graphics and Illustrations, interactive presentations illustrations.
- Create a consistent and cohesive style that takes the company to a new degree of creativity and progressive design to support overarching corporate objectives.
- Further the company's emphasis on interactions with customers on the web and advocate for an engaging and interactive user experience
- Serve as a single point of contact for web designers and web writers to bring content and user interfaces to an effectively branded and usable visual design.

## EXTRA SKILLS

- Image/ Brand Development
- Graphic Design/ Original Art
- Web Design & Development
- UI / UX Design
- 3D Modeling & Animation
- Motion Graphics

## INTEREST

web 2.0 **web-marketing**  
 s.e.o. **social media**  
 music **html/css** social networks  
 science and **technology**  
 reading **basketball**  
 web design **video-editing**  
 3d modeling **computing**  
 ui/ux design **youtube**

21+

Years of professional graphic design, ui/ux design, web design & development

Communication	● ● ● ● ● ● ● ● ● ● ○
Conceptualizing	● ● ● ● ● ● ● ● ● ● ●
Leadership	● ● ● ● ● ● ● ● ● ● ○
Execution	● ● ● ● ● ● ● ● ● ● ●

## education ▾

- Pamantasan ng Lungsod ng Maynila  
(University of the City of Manila)  
Bachelor of Science in Mathematics (1988-1992)
- College of Saint Benilde  
(De La Salle University)  
Certificate in Photoshop (1998-1999)

## certificates ▾

- Board of Director 2002-2007  
Computer Society of Filipinos International  
Riyadh, Saudi Arabia
- Adobe Photoshop CS2-CC Instructor  
Computer Society of Filipinos International  
Riyadh, Saudi Arabia
- Macromedia Freehand MX Instructor  
Computer Society of Filipinos International  
Riyadh, Saudi Arabia
- Intro. to IT & Comp. Tech./  
Maya 7 Seminar - Speaker  
Computer Society of Filipinos International  
Dammam, Saudi Arabia
- Artist of the Year 2006  
Computer Society of Filipinos International  
Riyadh, Saudi Arabia

## PORTFOLIO

### ● BRAND ARCHITECTURE

- Al Bassami  
International Business  
Group Company
- Almutlaq Group
- Almutlaq Real Estate
- Blue Construction Co.
- SAK Ltd. Company
- Attire Brand
- Black Tiger Lubricants
- Cleanse and Glow
- Edlan Technology
- Shabeeb

### ● WEB DESIGN & DEVELOPMENT

- Albassami Transport
- Albassami Insurance
- Albassami Industries
- Almutlaq Group
- Almutlaq Real Estate
- Al Amr Bin Ali and  
Partners Law Firm
- Lumiere Mall
- Blue Horizon Intl.

### ● CORPORATE LOGO

- Albassami Group
- Road Assistance
- Albassami Insurance
- Albassami Industries
- Albassami IT
- Albassami Express
- Albassami Security System
- Black Tiger Lubricants
- Cleanse and Glow
- Blue Construction Company
- SAK Ltd Company
- and many more....