

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



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

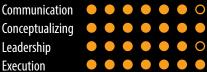
- Image/ Brand Development
- Graphic Design/ Original Art
- Web Design & Development
- UI / UX Design
- 3D Modeling & Animation
- Motion Graphics

INTEREST

web 2.0 web-marketing s.e.o. SOCIAl Mediā music html/css social networks science and technology **reading** basketball web design video-editing 3d modeling computing ui/ux design y o u t u b e

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

Communication Leadership Execution





employment (cont.) -

Myriad International - Riyadh, KSA

Design and Development Manager



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**



Job Summary

- Oversee the production aspect of art to improve e □ ciency and cost effectiveness
- Supervise artists and advise the supervisors of artists regarding workfow 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



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 Mediā music html/css social networks science and technology **reading** basketball web design video-editing 3d modeling computing ui/ux design y o u t u b e







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 Intructor 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





