

Jefrey Jurado

Graphic Designer & Layout Artist

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PROFILE

Versatile Graphic Designer with 12+ years creating high-impact visual content across print, digital, and multimedia formats. Proven track record delivering 156+ editions annually with zero missed deadlines, from social media graphics and branding to full magazine layouts and packaging. Experienced across diverse industries: publishing, religious institutions, education, food products, and insurance. Backed by three-plus years of BS Information Technology (Software Development) studies, with hands-on experience designing and building websites and mobile apps.

CORE SKILLS

Design Capabilities

- **Print Design:** Magazine layouts, newspaper design, packaging, brochures, tarpaulins, standees, newsletters.
- **Digital & Social Media:** Facebook graphics, Instagram content, promotional posters, certificates, email graphics.
- **Branding & Identity:** Logo design, brand development, packaging systems, marketing collateral, calling cards.
- **Editorial Layout:** Multi-page publications, typography systems, illustrated spreads, bilingual layouts (English/Chinese).
- **Multimedia Production:** Event photography, videography, video editing, photo album design.

Software & Technical Skills

- **Adobe Creative Suite:** InDesign, Photoshop, Illustrator and Premiere Pro.
- **Additional Tools:** Canva, MS Office and Google Workspace.
- **Print Production:** CTP file preparation, print-ready specifications, color management.
- **Web & App Development:** TypeScript, React, Next.js, React Native (Expo), Flutter (Dart), Supabase (PostgreSQL), HTML/CSS, Tailwind CSS; AI-assisted development (Claude Code).

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER & EDITOR-IN-CHIEF

The Southern Tagalog Herald Newspaper – San Pablo City, Laguna / Aug 2019 – September 2026

- **Weekly production:** Lead the full weekly cycle for three regional editions (Laguna, Batangas, Cavite) – 156 issues a year with zero missed deadlines – from news gathering to print-ready CTP files sent to the press every Friday.
- **Layout (InDesign):** Build each issue from the master template – place stories, photos, captions, ads and legal notices; balance pages, set headline hierarchy, control text flow and run page-by-page final checks.
- **Photo editing (Photoshop):** Select, enhance and crop news photos for print, and check every photo and caption against its story.
- **Editorial:** Research CALABARZON news from PIA, PNA, LGUs and government agencies; edit, condense and proofread articles and headlines with the editorial team, with close checks on names, titles, dates and figures.
- **Legal notices:** Encode and proofread court notices line by line against the originals, condense extrajudicial settlement notices, track publication periods, and prepare Affidavits of Publication and Statements of Account.
- **Print & distribution:** Coordinate with the printer, inspect printed copies, publish the Cavite edition PDF online, and handle deliveries to branch offices and monthly legal-deposit submissions to the National Library.
- **Office & clients:** Answer client and advertiser inquiries, follow up on publication payments (banks, HDMF, NHMFC, individuals), and help the publisher with budgets, bills and SSS/PhilHealth contributions.

GRAPHIC DESIGNER

Secular Male Institute of the Two Hearts – Calauan, Laguna / May 2014 – Jun 2023

- Created religious-themed social media content and vocation recruitment materials.
- Designed graphics and videos to engage audiences and attract new institute members.
- Provided complete event documentation: Photographed and filmed major religious ceremonies → designed commemorative photo albums → edited promotional videos for distribution.
- Designed diverse institutional materials: Official documents (institute constitution), event collateral (tarpaulins, standees), newsletters, and promotional publications.
- Delivered print, digital, and multimedia projects consistently meeting deadlines for time-sensitive religious events.

GRAPHIC DESIGNER & MARKETING STAFF

KCD Technical Institute – Alaminos, Laguna | Apr 2018 – Nov 2018

- Created weekly social media graphics for Facebook enrollment campaigns – transformed creative briefs into polished designs for school promotions and announcements.
- Managed efficient approval workflow: Initial design → revision feedback → dean approval → social media publication.
- Provided multimedia event coverage – photographed and filmed school events, edited promotional videos for social media.

GRAPHIC DESIGNER

Monday Mail, The Barangay & Talahib Newspaper – San Pablo City, Laguna | Apr 2014 – Apr 2016

- Designed weekly layouts for 3 concurrent newspapers (Monday Mail, The Barangay, Talahib) – managed competing deadlines, delivering all publications on schedule.
- Processed legal notices with 100% accuracy – typed, proofread, and formatted legal documents while maintaining error-free delivery to printing press.

FREELANCE & CONTRACT WORK

PACKAGING DESIGNER & BRAND DEVELOPER | Noor Gourmet Food (2021–2024)

- Designed packaging materials, product-specific logos, calling cards, and marketing collateral for multiple food product lines.

MARKETING GRAPHIC DESIGNER | AXA Insurance (2019–2021)

- Produced weekly social media posters and certificates for insurance services and client events over 2-year remote partnership.

MAGAZINE LAYOUT DESIGNER | ASEAN Times Magazine (2020)

- Delivered monthly 36-page full-color magazine layouts and occasional Chinese-language newspaper layouts.

PROJECTS

Personal Projects

- **STHMS – The Southern Tagalog Herald Management System** (in daily use): Designed and built the newspaper's internal system, used across its Laguna, Batangas and Cavite branches – print-ready Statements of Account and Affidavits of Publication, automated payment reminders for legal-notice clients, and sales and BIR reports.
- **ComRep Vigil App** (live on Google Play): Designed a mobile prayer-guide app for the Two Hearts community that turns the printed all-night vigil booklet into a clear, step-by-step digital guide.
- **StorePH App** (live on Google Play): Mobile app for small neighborhood stores – inventory with barcode scanning, credit (utang) tracking, expenses and daily sales summaries.
- **E-Commerce Platform** (in development): Designing and building an online store with product catalog, cart, checkout and customer accounts.

EDUCATION

- **BS in Information Technology – Major in Software Development (Undergraduate)**
Mapúa Malayan Digital College – Cabuyao, Laguna | 2023 – 2026 · Completed up to 4th Year, Term 1
- **BA in Communication**
Mater Redemptoris College – San Jose City | 2010 – 2013

ADDITIONAL INFORMATION

- Citizenship: Filipino
- Willing to relocate anywhere