JANROSS DENISE FE CACAYURAN

brand strategist, sr. graphic designer, creative lead

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I help brands communicate their stories through intentional and timeless design.

I'm a Senior Graphic Designer with 10+ years of experience specializing in logos, brand strategy, web design and web assets for ads and social media. I apply my knowledge in advertising and the principles of UI/UX (user interfaces and user experiences) in creating functional and beautiful graphic design solutions to help tell client stories and guarantee a successful ROI.

I graduated from the Southern Alberta Institute of Technology (SAIT) in Calgary, Alberta with a Bachelor's Degree in New Media Production and Design (NMPD). I also studied 3 years of Mass Communications in Saint Louis University (SLU, Philippines) focusing on advertising, digital design, production, copy-writing, and product design.

Education

2016-2018
Calgary, AB Canada
Southern Alberta Institute of Technology (SAIT)
New Media Production and Design

2013-2015
Banff, AB Canada
Banff Community High School (BCHS)
High School Diploma

2011-2013
Baguio City, Philippines
Saint Louis University (SLU)
Bachelor of Arts Major in Mass Communication

Skills

Adobe Creative Suit
Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premier Pro, Adobe After Effects, Adobe XD

CERTIFIED ASSOCIATE

Front-End Development
WordPress, Mailchimp, Webflow, Divi, CSS, SCSS, Javascript, Figma

Others
Experienced in working LLM tools for brainstorming, organization and improving work flow such as Claude, Gemini and Figma Make, Procreate, Cinema4D, Audacity, Fruity Loops Figma, Nomad Sculpt, Microsoft Office

Experience

2022-Present
Mark's (Canadian Tire)
Senior Graphic Designer
• Responsible for making graphics for offline and online materials that will be used for various marketing platforms (ie. Emailer, Social Media, Google Ads, Print Materials, Banners, Slide decks, Sales Sheets, etc.)

2024-2026
Claynosaurz (Digital Animation Studios)
Freelance Graphic Designer
• Specialize in designing visual content for digital marketing and social media at Claynosaurz. My work includes designing website assets such as thumbnails, promotional graphics, and occasional print materials, all aimed at driving brand growth and audience engagement. With a strong eye for visual storytelling, I ensure brand consistency across platforms while delivering creative and impactful marketing graphics.

2018-2022
New Wave (Media)
Senior Graphic & Web Designer/Developer
• Responsible for making graphics for offline and online materials that will be used for various marketing platforms (ie. Social Media, Google Ads, Print Materials, Banners, Slide decks, Sales Sheets, etc.)

• Responsible for curating logos and creating brand packages which usually includes, website accent designs, icons, editorial photos, colour palette, typography, font choice, and the likes.

• Also handled tasks that include video editing and motion graphics