



ABOUT ME



Passionate in the field of the arts and marketing, driven by ambition and perseverance into going beyond the norm. A dynamic professional who continuously adapts and makes excellent use of all the available resources in the most crucial moments to achieve success no matter the cost.

WORK EXPERIENCE

Digital Marketing Designer (March 2023 - October 2024)

Primer | San Francisco, California (Outsourced by Microsourcing Inc.)

Designed digital marketing advertisements for multiple and various clients which are mainly utilized in social media platforms such as Facebook, Instagram, and TikTok.

Primarily focused on creating graphic images, video editing and motion graphics with the incorporation of UGC contents, brand assets, and stock assets. Occasionally worked on website landing pages while editing its visual content and the use of CSS.

Senior Web Designer (February 2022 - September 2022)

RSB Consulting Inc. | H.V Dela Costa, Makati

Founded an HRIS system in terms of design and branding. Also handled the project's UI/UX design and HTML/CSS coding based on competitor analysis and research.

Responsible for giving the project its branding and identity with the means of creating its logo and brand name. Plus, the creation and curation of assets from scratch and from stock assets whilst maintaining consistency to branding. Worked closely with the Web Developers into ensuring that the designs and layouts are as accurate based on the prototypes.

Senior Multimedia Artist (July 2021 - September 2021)

Out of the Box Creatives | Legaspi Village, Makati

Responsible for the company branding and the content being produced, including the revamping of the logo, the website and its other digital assets. Also utilized the skillsets of Marketing, Graphic Design, Video editing, Web Design and Development.

Handled crucial marketing outputs for the company and its clients, whilst helping with the copywriting for both external and internal branding and identity. Managed a team of creatives and training them with skills and knowledges in terms of design fundamentals.

Multimedia Artist - Consultant (November 2020 - January 2021)

The Huddle Room | Remote work; Salcedo Village, Makati

Created Multimedia collaterals such as Videos, Print materials, Social media posts, Instagram & FB stories, GIFs, Google Ads, Photo editing, Billboards, Mock ups, and etc. And performed brainstorming for marketing strategies in collaboration with co-artists.

Multimedia Specialist (April 2019 - January 2020)

Sykes Enterprises; Under Intel Corporation | Shaw Blvd., Mandaluyong

Multimedia Editor - Part-time (September 2019 - April 2020)

HOPLA.Online | Remote work; Online workforce

Multimedia Intern (May 2018 - August 2018)

Globe Telecom | BGC, Taguig

Freelance Multimedia Artist/Project Manager (2017 - Current)



EDUCATION

AB Multimedia Arts (2014 - 2019)

De La Salle-College of Saint Benilde | Taft Avenue, Manila



MATTHEW GAPPI

MULTIMEDIA ARTIST

Birthday:

January 18

Location:

Makati city, Metro Manila, PH

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SKILLS & KNOWLEDGE

- | Adobe Illustrator
- | Adobe Photoshop
- | Adobe After Effects
- | Adobe Premiere Pro
- | Adobe Indesign
- | Adobe Animate/Flash
- | Photography
 - | Event/Street/Landscape
- | Marketing & Strategy
- | Graphic Design
 - | Branding / Brand Bible
 - | Logo Design
 - | Icons / Vectors
 - | Print Design & Collateral
 - | Photo Manipulation
 - | Illustrations
 - | GIFs and Google Ads
- | Web Design and Coding
 - | HTML & CSS
 - | Wordpress
 - | Elementor (Wordpress)
- | Videography
 - | Effects & Animation
 - | Pre and Post Production
 - | Storyboard & Script

