



CARLO MIRANDA

SENIOR CREATIVE ARTWORKER
| PRINT & DIGITAL PRODUCTION DESIGNER

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PROFILE

Senior Creative Artworker and Graphic Designer with over 12 years of experience in print production, final artwork, and digital design. Specialized in creating high-quality marketing collateral, large-format prints, and digital advertising assets for leading brands across APAC. Proven ability to deliver production-ready artwork that meets brand standards, print specifications, and tight deadlines.



SKILL

- PHOTOSHOP ● ● ● ● ●
- ILLUSTRATOR ● ● ● ● ●
- INDESIGN ● ● ● ● ●
- ACROBAT DC ● ● ● ● ●
- PREMIERE PRO ● ● ● ● ●
- FIGMA ● ● ● ● ●
- ChatGPT ● ● ● ● ●
- CLAUDE ● ● ● ● ●



SPECIALIZATION

- ✓ Final artwork & production design
- ✓ Print-ready artwork preparation
- ✓ Large-format print design (Billboards, banners, OOH)
- ✓ Shopper & retail marketing collateral
- ✓ Digital advertising creatives (Meta, TikTok, YouTube, Lazada)
- ✓ DOOH & LED display graphics
- ✓ Image retouching & photo manipulation
- ✓ Brand adaptation & campaign localization
- ✓ Quality control & print production standards



LANGUAGE

ENGLISH Advanced



PORTFOLIO



www.carlomirandacreative.com



WORK EXPERIENCE

SENIOR CREATIVE ARTWORKER

WPP PRODUCTION MANILA | 2025 - Present

- Produce production-ready artwork for print and digital marketing campaigns for APAC projects, including billboards, banners, retail, OOH, and digital advertising.
- Ensure technical accuracy, bleed, color consistency, and brand compliance across all deliverables.
- Manage multiple projects simultaneously and coordinate with designers, account teams and production partners to meet tight deadlines.
- Mentor junior artworkers and support workflow efficiency and quality control.

CREATIVE ARTWORKER

HOGARTH PHILIPPINES (By: WPP Production) | 2023 - 2025

- Created final artwork for both print and digital layouts including shopper materials, posters, banners, and large-format designs.
- Retouched images, adjusted typography, and ensured all files are print-ready and compliant with brand and printer requirements.
- Handled high-volume projects for clients in Asia and international markets.
- Applied bleeds, dielines, and quality checks to ensure outstanding results.

PRODUCTION ARTIST / GRAPHIC ARTIST

SGS ASIA PACIFIC MANILA INCORPORATION | 2017 - 2023

- Created print-ready artwork for LEGO campaigns across retail, packaging, e-commerce, shopper marketing, and promotional channels.
- Produced banners, packaging, wobblers, standees, retail displays, flagship store materials, and other campaign collateral.
- Supported shopper and display projects, translating creative concepts into accurate, production-ready artwork.
- Ensured all artwork met brand guidelines, print specifications, technical requirements, and quality standards.

GRAPHICS LAYOUT OPERATOR / ESKO-MAC RETOUCHER

SCANWELL GRAPHICS CORPORATION | 2016 - 2017

- Performed layouting, retouching, and file preparation for digital and print jobs.
- Handled color correction, image enhancement, and standard bleed settings for magazines, posters, cereal boxes, calling cards and more.

DIGITAL-IMAGING ENGINEER

SCANWELL GRAPHICS CORPORATION | 2014 - 2016

- Operated digital printing equipment (HP Indigo, HP FB500, HP Kongsberg).
- Verified output quality, color accuracy, and ensured compliance with client guidelines before mass production.



EDUCATIONAL BACKGROUND

2008 - 2013
MARINDUQUE STATE COLLEGE
Bachelor of Science in Computer Engineering



TOOLS & PLATFORMS



Photoshop



Illustrator



Indesign



Acrobat



Premiere



Figma



ChatGPT



Claude



KEY STRENGTHS



Detail-oriented with a strong focus on print quality and brand consistency



Efficient under tight deadlines and high-volume workloads



Collaborative team player and mentor to junior team members



Committed to delivering creative solutions with precision