

WINONA ORTEGA

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SUMMARY

I simply bring that thing in your brain to print and screen by giving it breath and depth through **illustration, graphic design, and animation**. Whether it's a story, visual, or brand, I love turning your ideas to visuals that stick, inspire, and leave a legacy.

EDUCATION

Macquarie University, 2021 - 2023
Master of Creative Industries and
Master of Media and Communication
(Sydney, Australia)

**S P Jain School of Global Management,
a tri-city business school, 2017 - 2021**
Bachelor of Business Administration
(Major in Entrepreneurship)

- Recipient of 100% Full Scholarship on Tuition Fees
- Dean's Lister
- Outstanding Student Leader
- Recipient of the **President's Award for Global Excellence**, the most prestigious award for a BBA for excelling in different areas. The award is given to only one student in the entire batch.

SKILLS

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Animate), ProCreate, Microsoft Office

Design

Illustration, Graphic Design, Website Design, Print Layout, Motion Graphics, Branding, Photography

WINS

Education/Real-Life

Funded 95% of my Masters tuition fees while balancing school and jobs, recipient of 100% full scholarship for my Bachelor studies, Dean's List

Art

Winner of **MUJI** Bag Design Competition in Singapore

Managing

Winner of **Parramatta Local Business Awards 2024** for Outstanding Bakery/Cake Business

EXPERIENCE

Manager, Graphic Designer at Sergio's

Sydney, AUS
2021 - Present

Key Achievement

Winner of Parramatta Local Business Awards 2024 for Outstanding Bakery/Cake Business

Key Responsibilities

- Led a team of 10 front-of-house staff and baristas. Responsible for training, scheduling, and performance evaluations.
- Developed strong relationships with customers, ensuring satisfaction through personalized service, managing special orders (e.g., custom cakes), and handling complaints or concerns professionally.
- Implemented local marketing strategies (e.g., social media promotions, loyalty programs, seasonal specials) to attract new customers and retain existing ones.

Freelance Multimedia Designer, Illustrator, SEO

Multiple Cities
2020 - Present

Key Achievement

Completed high-impact design projects for a diverse range of clients in Australia, Mauritius, Dubai, Sri Lanka, and Philippines.

Key Responsibilities

- Conceptualize and deliver custom design solutions, including logos, websites, branding, and illustrations to meet client needs and project goals.
- Communicate with clients to understand their vision, provide design recommendations, manage revisions, and ensure that final deliverables align with their expectations across digital and print media.

Graphic & Website Designer, Layout Artist at GP Essays

Sydney, AUS and
Mauritius, MA
Aug 2020 -
Nov 2020

Key Achievement

Designed the first published textbook on the subject matter *GP Essays* in Mauritius.

Key Responsibilities

- Utilised Adobe InDesign, Photoshop, and Illustrator to design a cohesive visual theme across print and digital formats which resulted to 367 photos and collages across 300 pages of content.
- Designed and laid out chapters, sections, and interactive visuals within the textbook and its corresponding website to ensure educational content was engaging and easy to follow.

Content and Experience Intern at StartSome- Good

Sydney, AUS
Apr 2020 -
May 2020

Key Achievement

Content creation for a global audience of 6000 participants.

Key Responsibilities

- Conducted research for interview briefing, created content highlights, provided key insights driving engagement.