

Ryan Jervey P. Limjoco, CUA

Creative Virtuoso

🌐 www.mrlimjo.co
📞 (+63) 917 805 5002

@ jervevryan@yahoo.com
🌐 [/mrlimjoco](https://www.linkedin.com/company/mrlimjoco)

📧 rj-smooove
📍 Mandaluyong City, PH

An evolving leader with 13+ years of creative experience in various art and design media. A jack of all trades who combines artistry and logical thinking in producing exceptionally creative ideas and usable visual outputs. Have a strong foundation and belief in teamwork, leadership and growth. Experienced in providing basic technical training and behavioral coaching. A HFI Certified Usability Analyst.

Areas of Expertise

- Creative and Art Direction
- Game Design and Conceptualization
- Branding
- Web Design and Development
- UI and UX Design
- Multimedia Design (Graphics and Video)
- Project and People Management
- Leadership, Mentoring and Coaching

Professional Experience

Creative and Studio Manager

Cobalt7 Design Tech Inc., Rockwell Business Center Sheridan, Mandaluyong
September 2018 - Present

Responsible for the overall operation of the company and the clients' brand, products (games, software, web) design and development - especially for (top client) Maverick and its group of companies.

Key Performance and Contributions

- Acts as the overall Head of Games department of the company's major client, Maverick.
- Oversees and progressively develops the game design and development process and flow for efficient operations - from game conceptualization to official market release.
- Pioneered a record-breaking monthly average of 1-2 game production set-up (from concept to release) with a team of 7-9 individuals composed of 2D/3D and sound designers, front-end and back-end developers and quality tester and analyst.
- Provides art direction and creative guidelines to the in-house studio developments and the clients' other 3rd party studio services provider.
- Conceptualizes exciting and revolutionized game themes, stories, gamification and contents.
- Collaborates with the clients' marketing team to produce creative and effective brand and marketing collaterals with timely product presentation and demos.
- Executes, leads and plans creative user interfaces to deliver effective user experience.
- Looks after other administrative areas of the in-house studios.

Certifications

Certified Usability Analyst, Human Factors International (HFI)

Certification no. #2017-6518 (June 2017)



Certificate of Course Completion, Human Factors International (HFI)

- User Experience (UX) Foundations: The Core Insight, Models and Research Findings (April 2017)
- User-Centered Analysis and Conceptual Design (April 2017)
- The Science and Art of Effective Web and Application Design (May 2017)
- Practical Usability Testing (May 2017)

Other Professional Experience

Graphic and Web Design Specialist

Spring Wood Tech Development and Consultancy, Inc., Robinsons Summit, Makati

November 2017 - August 2018

Responsible for all graphics and web related tasks for all of Spring Wood's internal and external clients, especially Flow Gaming and its clients.

Key Performance and Contributions

- Oversees the successful internal and external daily operations and projects in terms of design and web.
- Progressively develops the design processes and workflows to design related operation's speed, quality and productivity.
- Provides art direction and creative guidelines.
- Collaborates with marketing team to produce creative and effective brand and marketing collaterals.
- Executes, leads and plans creative user interfaces to deliver effective user experience.
- Spearheads the design rebranding of all the client's collaterals, specifically in branding and website revamps.

Assistant Manager (Web and Creative Services)

Avantice Corporation, PBCOM Tower, Makati

May 2010 - November 2017

Initially joined the team as a Web Designer to provide design and website maintenance. Grew and developed to be an Assistant Manager. Leads and nurtures a mix of young and seasoned professionals.

Key Performance and Contributions

- Oversees the team's successful daily operations and projects.
- Encourages individual and team growth by providing technical trainings and behavioral coaching.
- Progressively develops the team's processes and workflows to further improve operation speed, quality and productivity.
- Provides art direction and creative guidelines.
- Collaborates with marketing team to produce creative and effective brand and marketing collaterals.
- Executes, leads and plans creative user interfaces to deliver effective user experience.
- Spearheaded the design rebranding of the biggest client's collaterals, specifically in its website revamp in early 2011, late 2013 and 2016.

Graphic Designer (Creative Services)

Ayala Systems Technology, Inc., 139 Corporate Center, Makati

February 2007 - April 2010

Joined Creatives team as a Graphic Artist and worked diligently to reach Graphic Designer level.

Provided creative concepts and inputs in the company's business, image and culture turnaround and its continuous establishment.

Key Performance and Contributions

- Spearheaded the design and development of the company website in 2007 (company turnaround) and 2009.
- Designed and conceptualized the company's marketing collaterals - product logos, website, kiosks, audio/visual presentations and print.
- Produced and directed videos for the company including two big events - 20th anniversary, held at Intercontinental Manila; and Ayala Systems Singapore expansion event, held at Glorietta 4 Cinema.
- Practiced micro-management by handling small projects, timelines, pitches and deliverables.
- Designed graphic and user interface designs for majority of the company's clients and partners - Ayala Corporation, Ayala Land, HR Mall, Global Bridge, Shinsei, Accept, Digpro, Wind System, Trusted Hub among others.

Internship

Established a good professional foundation as a full time intern in two of the leading TV stations in the country.

GMA New Media Inc.
May 2006 - August 2006

Key Performance and Contributions

- Trims and delivers up-to-date video content clips straight from TV to iGMA and GMAPinoyTV websites.
- Ensured consistent daily operations with minimal to no supervision.
- Developed the foundation for micro or self-management.

ABS-CBN Center for Communication Arts Inc.
January 2006 - April 2006

Key Performance and Contributions

- Worked as Floor Director in Workshop Culminating Activities.
- Designed marketing collaterals such as tarpaulins, posters, brochure and souvenir programs under the Marketing Department promoting the center's primary product, Workshops@ABS-CBN.
- Designed and conceptualized apparels under Merchandise Department for internal and marketing use.
- Handled telemarketing and communication under Special Projects and Technical Department.

Educational Background

Bachelor of Science in Information Technology, Major in Digital Arts

iAcademy
June 2003 - March 2007

Major Achievements
Graduated Magna Cum Laude
Consistent Dean's Lister

Bachelor of Science in Computer Science

Centro Escolar University
June 2002 - March 2003

Major Achievements
Consistent Dean's Lister
Block President

Elementary to High School Education

Pasig Catholic College
June 1992 - March 2002

Major Achievements
Graduated with Honors in High School
Served as Secretary General for the High School Student Council
Consistent Honor and Merit Card recipient

Technical Skills and Knowledge

Knowledgeable and experienced in top multimedia and UX applications such as:

- Photoshop
- Dreamweaver
- Illustrator
- Procreate
- InDesign
- After Effects
- Premiere Pro
- InVision
- Edge Animate
- Animate CC (Flash)
- Blender
- Final Cut Pro

Adept to web standards and various web design and UI/UX tools such as:

- HTML5
- CSS3
- Material Design
- Wordpress



Ryan Jervey P. Limjoco, CUA

🌐 www.mrlimjo.co

📞 (+63) 917 805 5002

📧 rj-smooove

@ jerveyryan@yahoo.com