

KATHERINE F. BERCASIO

GRAPHIC DESIGNER • BLOGGER • DREAMER

Believes that design is storytelling and therefore goes beyond fonts and images. Experienced with managing and working with teams, large and small, to execute a structured approach to creativity and to deliver brand objectives. Passionate about print production, typography merchandising, teaching and creating instructional materials.

WORK EXPERIENCE

Graphic Designer at **peratile.com**

November 2, 2016 – present

- Designs brochures, labels, packaging, concept boards, merchandising displays, event materials, email campaigns and presentation decks
- Updates website with product launches and designs

Creative Consultant at **americangeriatric.com**

August 2017 – present

- Designs and streamlines digital social media and print assets

Art Director at **technomancer.biz**

November 2018 – present

- Remotely coaches and provides design solution and rationale to a team of web designers

AFFILIATES

Board Member & Vice President
Fil-Am Chamber of Commerce-Hollywood

November 2018 – present

facchollywood.org

Board Member
Fil-Am Chamber of Commerce Southbay Los Angeles Area

January 2019 – present

facclaa.org

Member, Fil-Am Creatives, California

July 2017 – present

CAREER MILESTONES

Online Content Creator at [getcraft.com](#) - 3 years and counting

Art Director at [franchisebuyer.com.au](#), Australia - 6 years and counting

Senior Faculty at De La Salle College of Saint Benilde - 6 years

Digital Designer at [Wizy.io](#), Software Lab for Google Apps - 2 years

Creative Director Hinge Inquirer Publishing - 2 years

Creative Director at ABS-CBN Publishing - 5 years

Art Director at MediaCorp Publishing, Singapore - 2 years


Art Director of Cosmopolitan Magazine Philippines - 7 years



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 Carson, Los Angeles,
California

EDUCATION

UNIVERSITY OF THE
PHILIPPINES

Bachelor of Fine Arts

Major in Visual Communications

PUBLISHED BOOKS

*Brilliant Computing Creative
Designs: Adobe Illustrator,
Photoshop and Indesign*
Edition 1 and 2

AWARDS & RECOGNITIONS

Outstanding Pilipino Award
2019 and 2020

Fil-Am History Month 2019

Hall of Famer Faculty DLSU 2015

Philippine Commemorative Stamp 2014

TECHNICAL SKILLS

Adobe Indesign, Adobe Photoshop,
Adobe Illustrator, Wordpress, Microsoft,
Numbers, Pages, Keynote

INTERESTS & HOBBIES

reading, hiking, writing, doodling