



Katherine F. Bercasio
MENTOR & ART DIRECTOR



Katherine F. Bercasio

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 deliver the desired client objectives. Passionate about print production, typography, branding, merchandising, teaching and creating instructional materials

JOB HISTORY

CREATIVE CONSULTANT at American Geriatric, California and Michigan

August 2017 – present

- Collaborates with the CEO to revamp and rebrand visual communication materials
- Streamline social media and print assets • Provide visuals for events and campaign launches

CONTENT DESIGNER at getcraft.com

August 2017 – present

- Designs infographics and other visual content for clients' online presence

DESIGNER at PeraTile, California

November 2016 – present

- Handles marketing design projects from ideation, sourcing, hands on production to release.
- Design brochures, labels, packaging, concept boards, merchandising displays, event materials, email campaigns and presentation decks
- Styles, set up and shoots products • Update website with new products and designs

LIST OF NOTABLE CLIENTS

- Wizy.io, Software Lab for Google Apps, California
- Franchise Buyer Magazine, Australia
- Philippine Daily Inquirer
- Development Bank of the Philippines
- National Book Development Board, Philippines
- President Elpidio Quirino Foundation
- Pizza Hut
- 8 Magazine-Travel, Lifestyle & Tourism
- Headware & Tribu, active lifestyle gear

SENIOR PART TIME FACULTY at De La Salle College of Saint Benilde,

Multi-Media Arts November 2010 – May 2016

Taught College level students of Multi-Media arts Department, co-authored text book, courseware and syllabi on graphic design, branding, marketing and social design

CREATIVE DIRECTOR at ABSCBN, Philippine's leading media network

August 2007 – March 2010

Art directed Food and MAXIM magazine, Philippine edition. Lead a team of junior art directors and graphic designers. Planned visual aspect based on editorial direction. Set operating procedures and efficient workflow from planning to design to production and post-production.

Visits press and guard print production to make sure all bleeds are followed, do on the spot color correction if necessary. Works with machine operators to ensure maximum quality output.

ART DIRECTOR at MediaCorp Publishing Pte. Ltd., Singapore

September 2005 – August 2007

Custom Publishing and EGM (Electronic Gaming Monthly Magazine): Managed graphic designers and final art artist • Plan and prepared concept board for stylists. Team up with press and guards the output until sunrise to make sure that first to the last press output have the same color intensity quality.

GROUP ART DIRECTOR at ABSCBN Publishing

September 2004 – September 2005

Art directed and managed the art directors of Metro Group including Food, MetroHome, Metro Active, Him, WorkingMom, Pink, Chalk, and Metro Weddings

ART DIRECTOR at Cosmopolitan Magazine, Philippine edition

November 1997 – September 2004

Creative lead, from shoots to pre-press to final art and print production supervision.

Competencies

Key Art, Logo and Brand Bible
Magazine & Book Art Direction
Print Production & Digital Art
Target market empathy & User-Centered Design
Packaging & Merchandising Design
Mentoring, Courseware and Instructional materials
Text book writing & design
Forward Planning & Mind Mapping
Concept, Ideation, Process
Client & Team Collaboration
Creative Brief Development

Tools

Adobe Indesign, Adobe Photoshop, Adobe Illustrator, basic html & CSS, Microsoft Word, PowerPoint & Excel; brush, paint & canvass; pencil, paper, textile

Published book

Brilliant Computing Creative Designs:
Adobe Illustrator and Photoshop, Indesign

Bragging Rights

May 30, 2014, Awarded by the Philippine Post Master for Commemorative Stamp Design on Philippine Cloth & Textiles

Certificates

March 2, 2015, NBDB Certified Book Illustrator and Designer

October 2014, Adobe Digital Publishing at PCCI

Affiliations

- Fil-Am Creative Network
- Federation of Philippine American Chambers of Commerce
- Los Angeles Philippine International Film Festivals