



tinn salinas

I'm a UI/UX designer from South East Asia, now based in California, with over 5 years of experience in the digital advertising industry.

My passion in art started in an early age, drawing perfect circles using cup lids and tweaking HTML codes on offline browsers.

say hello!

tinnsalinas@gmail.com
tinnsalinas.com
+1 916 547 0765

education

Bachelor of Arts in Multimedia Arts
Major in Graphic Design
Asia Pacific College
Makati, Philippines

I'd love to work w/you

work experience

Project Associate/Creative Lead

Wideout Workforces Inc.
Contract with VSP Global

May 2019 - Present
Sacramento, CA

- Understand and monitor sensitive and urgent projects, making sure all deliverables adhere to correct specifications. Responsible for end-to-end management of each stage of project life cycle, about 1500 projects on a quarterly basis.
- Developed workflow processes that fit both in-house and on-shore team needs. Onboarded the whole production team to platforms such as InMotion Ignite and Widen Brandbank. Trained 8 creative leads and 30 individual contributors since June 2019.
- Managed 2 teams, Agency East and Agency West, composed of 11 designers.
- Served as point of contact for any project deliverable concerns, troubleshooting, and/or errors to VSP requesters—providing a customer service approach. Helped provide solutions for technical problems, by giving step by step instructions. Also served as a designer backup to resolve technical errors that can't be solved by the production team.

Skill and Quality Lead

Wideout Workforces Inc.
Contract with QuickFrame

May 2018 - May 2019
Makati, PH

- Piloted a new account for Wideout. Developed workflow and put processes on place. Served as the 1st video editor for Wideout and QuickFrame partnership and later on became the point of contact for all projects.
- Ensured all resources are trained and equipped to take on all assigned tasks. Onboarded and trained 8 video editors.
- Audited work output for accuracy of work estimates and performance against benchmarks and any other criteria applicable. Managed and delivered about 200 videos per month.

Creative Designer

Wideout Workforces Inc. | Makati, PH
Contract with TVGLA
May 2017 - April 2018

Digital Designer

Dottystyle Creative Pty. Ltd. | Makati, PH
Jan 2016 - May 2016

Product Photographer & Graphic Designer

Glamour Rings of Hawaii, Inc. | Sacramento, CA
Jun 2013 - Sept 2014

design process

repeat if necessary

- info gathering
- conceptualize
- make lists
- research
- stare at a blank sheet of paper
- design
- sketch
- rough
- have a good cry
- deliver & feedback
- refine

seminars/trainings attended

Jan 2021 ◆ UX Design Fundamentals
Coursera
Credential ID C53AGEBGP99D

Dec 2020 ◆ Visual Elements of User Interface Design
Coursera
Credential ID RBWZGSN3EMZR

Oct 20 - 22, 2020 ◆ Adobe MAX 2020
<https://www.adobe.com/max.html>

Sept 12 - 13 2020 ◆ UX+ Conference 2020
2020.uxpl.us

June 8 - 10 2020 ◆ inMomentum 2020:
The Virtual Experience
Webinar

Sept 22, 2018 ◆ Basic Supervisory Skills Training
31 Annapolis St., Greenhills,
San Juan City, Metro Manila

Jan 30 - 31, 2016 ◆ Graphika Manila
SMX Convention Center,
Mall of Asia Complex, Pasay City, PH

Jan 31 - Feb 1, 2015 ◆ Graphika Manila
SMX Convention Center,
Mall of Asia Complex, Pasay City, PH

Résumé

soft skills

Project Management
Problem-solving
Critical Thinking
Time Management
Visual Communication
Design Aptitude
Desire to Learn
Process Management

creative skills

UX/UI Design
Web Design
Digital Design
Typography
Art Direction
Editorial Design
Graphic Design

technical skills

Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Adobe InDesign
HTML & CSS

- project management tools -

Asana ◆ InMotion Ignite ◆ ClickUp
Microsoft Powerpoint ◆ Google Sheets