

RONEL DICHOSO

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www.rondichoso.com | [Portfolio](#)

Graphic Designer

Experienced Graphic Designer with 10 years of expertise in design, branding, and marketing. Co-founder of a start-up digital marketing firm, with a proven track record of leading successful rebranding initiatives, creating impactful logo designs, and managing diverse graphic design projects.

PROFESSIONAL EXPERIENCE

EXCELLENT MSG, INC. (LCC GROUP OF COMPANIES)

Creatives Supervisor

Legazpi City, Albay
December 2022 - Present

- Managed a team of 3 graphic designers and 2 media professionals, providing guidance and ensuring successful project execution for clients across retail, food, and non-profit sectors.
- Led creative direction for various media productions, including video ad campaigns, food photography, and event coverage.
- Designed a large-scale pop-up store showcasing the LCC Department Store's 2024 summer collection, resulting in a two-month successful campaign.
- Conceptualized and designed the LCC's 80th-anniversary logo used in all marketing collaterals from 2024-2025.

Creatives Specialist

November 2021 - December 2022

- Led the rebranding of LCC Rewards Plus, including logo redesign, loyalty card revamp, and mobile app UI design.
- Developed a brand identity for FC Bakeshop, including redesigning product labels and packaging such as cake boxes and truck stickers.

LCC EXPRESS LINK, INC. (LCC GROUP OF COMPANIES)

Marketing Specialist

Legazpi City, Albay
October 2019 - March 2020

- Increased social media engagement on Facebook by 69.62%, resulting in a 185.59% increase in post reach within 6 months.
- Implemented standardized branding across all marketing materials, improving coherence and recognition of the brand's identity across online and offline channels.

CAMALIG BANK, INC. (A RURAL BANK)

Deposit & Other Banking Services Associate

Legazpi City, Albay
March 2017 - October 2019

- Implemented digital processes to improve internal communication and reduce paper use, resulting in more efficient departmental operations.
- Led the creative direction of the production of corporate video ad featuring the business and clients.
- Conceptualized and designed the bank's 50th-anniversary logo incorporated in various stationery, uniforms, and merchandise.
- Spearheaded the creation and launch of the Bank's Facebook page, resulting in increased online visibility, increased client reach, and organic follower growth of 5,000+ within 3 months.

VST-ECS PHILS., INC. (FORMERLY MSI-ECS PHILS., INC.)

Graphic Artist

Pasig City, NCR
June 2015 - October 2016

- Created print and digital marketing materials for various IT brands such as Apple, Microsoft, Acer, and many more.
- Assisted and documented events for partner brands across the Philippines.
- Led a project to improve the interior visual appearance of the company's new office by designing and installing wall decals throughout the building.

EDUCATION

BICOL UNIVERSITY

Bachelor of Science in Information Technology

Legazpi City, Albay
March 2014

CERTIFICATION AND LICENSE

Foundations of User Experience (UX) Design, Google offered through Coursera

December 2022

Technical Support Fundamentals, Google offered through Coursera

February 2021

Civil Service Professional Passer, Civil Service Commission

September 2018

AREAS OF EXPERTISE

Graphic Design • Logo Design • Brand Identity Design • Photography • Video Production
Video Editing • UI/UX Design • Creative Direction