

Velasquez, Arvin S.

SENIOR MULTIMEDIA & EDITORIAL DESIGNER

I am a local Singaporean multidisciplinary designer with 10 years of experience transforming ideas into impactful print, digital, branding, web, video and AI-assisted creative experiences. I am a persevering and adaptable designer with a collaborative mindset, committed to delivering thoughtful design solutions in a fast-paced environment. Thus, why don't we work together?



Contact Me

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Core Skills

- 🔴 Graphics Creative Direction
- 🔴 Brand Identity Design
- 🔴 UI/UX & Web Design
- 🔴 Social Media Strategy
- 🔴 AI Creative Integration
- 🔴 Content Development
- 🔴 Project Planning & Execution
- 🔴 Web Analytics Management
- 🔴 Short Video Editing

Software Proficiency



Professional Experiences

2022 – 2026 (4 years)

Hitachi Asia Ltd., Singapore

- 🔴 Led Southeast Asia and Oceania's corporate website content management and localisation with the regional counterparts.
- 🔴 Revamped and maintained Group Companies' website aligned with business and brand objectives.
- 🔴 Created engaging web content, layouts and campaign visuals to improve user engagement such as 15-seconds page view.
- 🔴 Designed graphics marketing collaterals, eDMs, multimedia assets and internal communication materials.

2016 – 2022 (6 years)

Darby Media Pte. Ltd., Singapore

- 🔴 In-charge of editorial designs and production of over 80 magazine publications.
- 🔴 Designed websites, digital assets and print materials across multiple platforms.
- 🔴 Established in-house social media channels, content strategies and audience engagement initiatives.
- 🔴 Collaborated with editor, writers and clients to deliver quality publications.

Education

2010 – 2013 (3 years)

Diploma in Digital Media Design (Interaction Design), Singapore

- 🔴 Nanyang Polytechnic

2006 – 2009 (3 years)

CCE 'O' Levels (Ordinary), Singapore

- 🔴 Clementi Woods Secondary School

Available for Full-time / Hybrid / Remote roles 🔴 **Portfolio** <https://www.aviesignaturecollections.com>