

# RESUME

Graduated with 4 Years Bachelor's Degree in  
Fine Arts at The University of The East, Manila

● **Josephine L. Geronimo**

#103 - 1883 East 10th Ave.  
Vancouver, B.C.  
Canada V5N 1X8

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Email: [geronimo@telus.net](mailto:geronimo@telus.net)  
<http://www3.telus.net/geronimo>

● **Future Shop/Best Buy Canada- Head Office**

**GRAPHIC DESIGNER/PRODUCTION-**  
Burnaby, B.C.  
1996 DECEMBER TO PRESENT

Job description:

- Given the responsibility of doing special Ad projects. Creating multiple page flyers, newspaper ads using programs like: InDesign QuarkXpress, Photohop, Illustrator etc.

● **Vivid Graphics Ltd.**

**GRAPHIC DESIGNER/ILLUSTRATOR-**  
Vancouver, B.C.  
1995 TO 1996

Job description:

- Creating Shockwave animations for Web pages on the Internet using Macromedia Director program, helps out with HTML editing of the company's Website, Greeting card illustrations/designs etc. Creating Identity graphics-Logos, Print Ads, Brochures, etc.

● **Middle East Entertainment**

**MULTI-MEDIA GRAPHIC DESIGNER-**  
Dubai, United Arab Emirates  
1994 TO 1995

Job description:

- TV Storyboard Illustrations, Creating Multi-media presentation and graphics with Macromedia Director, Photo retouching and a little animation

● **Nu Media (Print Service Bureau)**

**GRAPHIC DESIGNER -**  
Dubai, U.A.E.  
1994 TO 1994

Job description:

- Illustrations, Logo & Identity graphics, Posters, Layouts, Newsletters, Calendars, Brochures, Below-the-line projects

● **Pan-Gulf Publicity**

**CONSULTANT DESIGNER -**  
Dubai, U.A.E.  
1993 TO 1994

Job description:

- Newspaper & Magazine Ads, Layout, Brochure Designs, P.O.P's, Airbrush artworks & illustrations

● **Publi-Graphics**

**ART DIRECTOR/ ILLUSTRATOR-**  
Creative Department, Dubai, U.A.E.  
1989 TO 1993

Job description:

- Interaction with the Creative director on the Visualization of a concept. Making thumbnail sketches then comprehensive layouts
- Does mostly storyboard illustrations for TV Commercials, Airbrush illustrations, Print ads, Posters, Calendars, Logo designs, Package designs, Brochures, etc.

● **McCann- Erickson (Phils.)**

**Art Director-**  
Creative Department, Phils.  
1985 TO 1989

Job description:

- Responsible for Visual Concepts- making thumbnail sketches then comprehensive layouts to supervision during shooting & Supervising the finish artist do the final artwork until it goes for printing. TV Storyboard Drawing

● **Kenju Sensei- ATORIE SAO**

**ARTIST APPRENTICE-**  
Omiya-shi, Japan  
1986 TO 1987

SEVEN MONTHS TOTAL TRAINING ON ARTS WITH RENOWNED  
JAPANESE PAINTER/DESIGNER- KENJU SENSEI

Job description:

- Apprenticeship on drawing Cartoon illustrations, Character designs, Environmental graphics and Mural painting on a man-made concrete wall of 3 levels measuring about 22 meters x 30 meters wide and in big Business Establishments- ie: SOGO, etc.



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**SPECIAL SKILLS**

Assistant Painting Art Restorer Apprentice to Prof. Angelito David-  
 Art Restoration Scholar in Rome, Italy.  
 Mural Painter- One of the 3 Filipinos selected to do a Mural Painting in Japan.  
 Guest Teacher- Photography Teacher for Binangonan Fishermen.

**AWARDS & RECOGNITION**

Logo Design Competition Winner- Robson Street Business Association- Vancouver, BC. Feb. 2000  
 Logo Design chosen by U.A.E. President Sheikh Zayed Bin Sultan Al Nahyan- Higher Colleges of Technology-  
 United Arab Emirates 1991.  
 Grand Prize- University of the East Seal Design Competition  
 Second Prize- United Nations Poster-making Contest to represent the Philippines- Worldwide  
 Third Prize- 1984 Annual Photo Documentation Contest of the Cultural Center of the Philippines

**SEMINARS/ WORKSHOPS ATTENDED**

**GRAFIX '91-** The National Conference on Graphic  
 Communications & Technology  
 Conducted by: John Sposato, John Duffy,  
 Ian Summers, Christopher Chabris, etc.  
 Jacob Javits Convention Center-  
 New York, U.S.A.

**TEAM BUILDING SEMINAR-** July 1988  
 McCann- Erickson (Phils.)- Puerto Azul

**RADIO WORKSHOP-** January 1988  
 McCann- Erickson (Phils.)-  
 Manila Mandarin Hotel

**TYPOGRAPHY & COMPUTER DESIGN SEMINAR-** March 1989  
 Conducted by Sam Molina-  
 Washington University Dean of Fine Arts  
 McCann- Erickson (Phils.)

**ANNUAL INDUSTRIAL DESIGN WORKSHOP-** December 1982  
 Teacher's Camp, Baguio

**INDUSTRIAL DESIGN WORKSHOP-** May 1982  
 Design Center Philippines

**SUMMARY**

Extensive knowledge & experience on the Mac platform softwares and hardwares. A quick learner especially when it comes to new software & technology. Often commissioned to do Airbrushed Body Paintings, Storyboard Drawings for Commercials and Music Videos for bands and singers in Canada. Content Layout and Design editor for a local Philipino Newspaper. Strong background in Painting, highly skilled in traditional human anatomy illustration and good at photoretouching in Photoshop. Knowledgeable on PC platform. Creates Webpages, Invents gadgets in my spare time.

