



Katreena Mendoza

Multidisciplinary Designer | Scarborough, ON | 416 988 7083

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SUMMARY

Creative and strategic multidisciplinary designer with over 6 years of experience in visual communication, branding, apparel graphics, and digital media. Proven ability to lead design direction, manage cross-functional teams, and deliver results-driven creative solutions. Passionate about elevating brand identity, crafting compelling user experiences, and contributing to business growth through design. Seeking a senior or lead design role that values innovation, storytelling, and strategic thinking.

TECHNICAL SKILLS:

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Adobe XD
- **UX/UI:** Wireframing, prototyping, responsive design, user flows
- **Typography & Layout:** Hierarchical design, branding systems, accessibility standards
- **Photo & Video:** Retouching, photo manipulation, basic motion graphics
- **Project Management:** Trello and Miro
- **Web:** WordPress, basic HTML/CSS
- **Operating Systems:** Mac OS, Windows
- **Languages:** Fluent in English and Tagalog

SOFT SKILLS:

Creative Strategy | Leadership & Mentorship | Visual Storytelling | Brand Development | Communication | Time Management | Cross-Functional Collaboration | Innovation

PROFESSIONAL EXPERIENCE

Graphic Designer (Full-time)

Mad Engine Global LLC | Toronto, Canada | November 2023 – Present

- Designed and developed licensed artwork for major apparel retailers, including Walmart, Costco, Ardene, Joe Fresh and Canadian Tire.
- Managed multiple projects across Women's, Girl's, and Men's Sportswear divisions.
- Designed high-impact visuals for top-tier licenses: Disney, Warner Bros., Peanuts, NBA, MLB, NHL.
- Interpreted brand guidelines into unique creative concepts aligned with market trends.
- Collaborated with internal teams and external stakeholders to ensure creative consistency.
- Supported brand strategy through competitive trend research and visual storytelling.

Teaching Assistant (Designs Programs)

Seneca College | North York, Canada | September 2022 – May 2023

- Mentored students in Adobe Photoshop and Lightroom; supported classroom instruction.
- Provided one-on-one feedback and design critiques to help students improve visual outcomes.
- Ensured technical efficiency during presentations and hands-on sessions.

Graphic Designer (Athletics & Marketing)

Seneca College | North York, Canada | June 2022 – January 2023

- Led the design and production of branded marketing materials for Seneca Sting's sports events.
- Created cohesive visual identity across digital and print platforms: banners, social posts, and merchandise.

Graphic Artist (Full-time)

Suyen Corporation/BENCH | Manila, Philippines | September 2019 – June 2021

- Designed large-scale marketing campaigns for celebrity events and brand launches.
- Worked cross-functionally with marketing and creative teams in the Philippines, Korea, and Japan.
- Enhanced visual content through expert-level photo retouching and digital layout design.

Production Designer (Freelance)

Manila, Philippines | April 2018 – December 2021

- Directed art production and prop styling for music videos by Philippine artists such as Ena Mori and Timothy Run.
- Delivered conceptual design aligned with music themes, enhancing brand and viewer engagement.

Website and Graphic Artist

Architects of the Philippines | Manila, Philippines | December 2018 – June 2019

- Developed and maintained user-friendly seminar website.
- Designed promotional content under tight deadlines and budget constraints.

EDUCATION

Diploma in Interactive Media Design

Seneca College | Toronto, Canada | 2022 – 2023

- President's Honour List

Bachelor of Arts in Multimedia Arts

De La Salle-College of Saint Benilde | Philippines | 2014 – 2018

- Cum Laude | Dean's List.