



# Mark Justine Isidro

Multimedia Artist

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## PORTFOLIO

[markisidro.myportfolio.com](http://markisidro.myportfolio.com)

## WORK EXPERIENCE

### Senior Artist - Freelance

Pixel Heart Media

August 2024 - April 2026

Remote Projects

- As a freelance artist I am assigned different projects to follow the social media content calendar. I shoot photos and videos, create static posts, video reels that follow current trends, and collaborate with the marketing team for other needs.

### Senior Artist

SID Composites

January 2016 - September 2024

City of San Fernando, Pampanga, Philippines

- As a senior artist in this company, I oversee the overall branding, product design, social media content production such as the videos, reels, and static images, web design, product photography, physical store design and curation. The website is maintained through the Shopify system, I ensure that the product images and web design are aligned with the company's branding philosophy.

### Design Consultant (Part Time)

SID Diagnostics Laboratory

January 2019 - January 2023

City of San Fernando, Pampanga, Philippines

- As a business partner, I helped establish this venture from its inception through construction, to its operational launch. I am responsible for the overall branding and aesthetics of the establishment.

### Graphic Designer

Bigfish International

December 2013 - December 2015

Makati City, Manila, Philippines

- I lead all digital and print media efforts and oversee visual content for events, ensuring an engaging experience. From creating social media campaigns to managing print materials, I maintain our brand's consistency across channels. During events, I curate and project visuals that align with the event's theme, enhancing attendee engagement and effectively communicating our message.

### 3D Digital Artist / Unity VFX artist

Ladyluck Digital Media

October 2012 - December 2013

Makati City, Manila, Philippines

- I specialize in creating 3D models optimized specifically for mobile games, ensuring they are both visually appealing and performance-efficient. My responsibilities include managing assets within Unity, where I meticulously organize and integrate them into the game environment. Additionally, I add visual effects (VFX) that are tailored for mobile performance, enhancing the gameplay experience without compromising on speed or quality.

### Layout Artist

Exom Publishing House

January 2012 - August 2012

Remote Job

- My responsibilities include designing layouts for various books and magazines, meticulously adhering to printing press requirements and paying close attention to typography details. This involves crafting visually appealing presentations while ensuring the typography enhances readability and overall aesthetic appeal.

## OBJECTIVE

To leverage my comprehensive background in Graphic Design, Layout, Photography, Videography, and Motion Graphics within a dynamic work environment.

## PERSONAL DATA

Age	36
Date of Birth	October 2, 1989
Gender	Male
Civil Status	Married
Nationality	Filipino
Religion	Catholic

## EDUCATION

### Start Up Management

Asian Institute of Management  
Vocational Diploma / Short Course Certificate

Jan 2021 - Mar 2021

### AB Multimedia Arts

Asia Pacific College  
Makati City, Manila, Philippines  
June 2008 - May 2012

### AB Philosophy

Mother of Good Counsel Seminary  
2006-2008

### High School Diploma

Mother of Good Counsel Seminary  
2002-2006

## SOFTWARE & SKILLS

- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe XD
- AutoDesk Maya 3D
- 3D Modeling
- Photography
- Videography
- Web Design
- Shopify
- Figma
- Meta Ads/Reels
- TikTok Reels
- Google Ads