

# Ralph Vincent Sy Flores

## PERSONAL INFORMATION

<b>Name</b>	Ralph Vincent Sy Flores
<b>Address</b>	104 Don Manuel Street, corner Banawe, Quezon City, Philippines.
<b>Date of Birth</b>	October 6, 1985
<b>Civil Status</b>	single
<b>Telephone No.</b>	7819663
<b>Mobile No.</b>	09164882632
<b>Email</b>	rvflores1985@yahoo.com
<b>Website</b>	www.ralphflores.com

## EDUCATIONAL BACKGROUND

<b>Highest Education</b>	
Level	Bachelor's/College Degree
Field of Study	Art & Design
Major	Multimedia Arts
Institute / University	De La Salle - College of St. Benilde
Graduation Date	July 2006
CGPA	3.502/4.000 (Cum Laude)
<b>Secondary Education</b>	
School	Uno High School
Graduation Date	March 2002

## WORK EXPERIENCE

<b>September 2007 – Present</b> Part-time faculty	<b>DLS-College of St. Benilde School of Design and Arts Interactive Track</b> <ul style="list-style-type: none"><li>Train the students to develop interactive/design concepts by teaching them how to integrate different multimedia components together such as sounds, animation, and videos with the use of the authoring software, Macromedia Director</li></ul>
<b>May 2006 – Present</b> Project-Based Graphic Designer	<b>Intel® Higher Education</b> <ul style="list-style-type: none"><li>Design banners and print materials for the various events and exhibits of Intel Higher Education</li><li>Conceptualize and design backdrops to be used by the Philippine delegates who will be competing for the annual Intel International Science and Engineering Fair</li></ul>
<b>May 2006 – December 2007</b> Media Designer	<b>ABS-CBN Interactive Creative Department / ABS-CBNnow! Marketing Department</b> <ul style="list-style-type: none"><li>Design marketing materials like banners, flyers, tarpaulins, and prepaid cards</li><li>Conceptualize new layouts of micro-websites and flash banner ads for launching of new show packages and promos</li><li>Update images and template design of the weekly online newsletter</li><li>Incorporate flash components such as flash videos, flash ads, flash menus to the website to enhance the user interface experience</li></ul>
<b>August 2006</b> Freelance Animator	<b>Burnwater Design Studios</b> <ul style="list-style-type: none"><li>Work with the company's illustrator to animate the cartoon version of Rexona's First Day High characters using Macromedia Flash for their client's (Unilever) AVP presentation</li></ul>

**January 2006 – May 2006**

Freelance Animator/  
Designer

**Michael Kho Lim ( GEN-S Media Kit Project )**

- Create character designs and animation of one episode of a trilogy animated skit about gender issues
- Conceptualize a design for the interactive CD interface for the project

**September 2005**

Freelance Web Designer

**Joekuan Food Corporation**

- Revise and redesign the existing website
- Incorporate flash animation to the site

**August 2005**

Freelance Web Designer

**Likhang Pinoy Hand-made Greeting Cards**

- Design a flash website to showcase a variety of hand-made greeting cards to be exported outside Philippines

**July 2005**

On-The-Job Trainee

**Workshop One, Inc.**

- Conceptualize trimedia ad campaigns (TV, radio and print ads) for the agency's clients

### EXTRA-CURRICULAR ACTIVITES

**September 2004**

**Kitchenworx (Multimedia Organization)**

Member

**August 2004**

**CSB 2D Team**

Team Leader

### AWARDS

**July 2006**

**Cum Laude**

**October 2005**

**Bright Lights 2005:**

- Best in 2D Animation
- Best in Sound Design
- Best Story for 2D Animation
- Best Interactive Portfolio

### SEMINARS ATTENDED

**August 2006**

**Let's Get Whacky**

**Speaker(s):** Ms. Matec Villanueva

- A creativity enhancement workshop

**December 2005**

**Making Creative Execution for Print**

**Speaker(s):** Mr. Dennis Lee (senior graphic artist, Summit Media)  
Ms. Mari-An Santos (magazine editor, Summit Media)

- A talk about creating effective print designs for the target clients

**December 2005**

**The Possibilities Outside for Multimedia Artists**

**Speaker(s):** Mr. Joel Salud (magazine editor and media bureaus chief)

- A talk about how to become successful in the workplace

**November 2005**

**A Talk on Corporate Communications**

**Speaker(s):** Mr. Butch Racquel (public relations consultant, GMA 7)

- A talk about the power of media relations

**November 2005**

**A Talk on the Ideals of Photography**

**Speaker(s):** Mr. Vicente Jaime Villafranca (photojournalist, Reuters)

- A talk about the experiences of a professional photo journalist

- October 2005**      **All About Advertising**  
**Speaker(s):** Mr. Bernardo C. Macaventa Jr (creative director, Workshop one, Inc.)
- A seminar on the trends in the advertising agency and an orientation on the operations and tasks of its different departments
- October 2005**      **The Lucrative Field of Multimedia**  
**Speaker(s):** Mr. Allen Jason "AJ" Dimarucot (art director, Ogilvy)
- A talk about the importance of marketing and packaging ourselves in the media industry
- September 2005**      **A Talk on Graphic Design in the Music Industry**  
**Speaker(s):** Bru and Marcushiro (Electrolychee)
- A seminar on the trends of graphic design in the music industry
- February 2005**      **On-the-Job Training Seminar**
- A module designed to prepare students for their on-the-job training requirements and to orient students concerning job search strategies and how one should handle himself in the corporate setting

## **SKILLS AND QUALIFICATIONS**

- Software Literacy**
- Macromedia Director
  - Macromedia Dreamweaver
  - Macromedia Flash
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe Premiere
  - Adobe Aftereffects
  - AutoDesk Maya
- Skills**
- Illustration
  - Flash animation
  - Web design
  - Interactive authoring
  - 3d modeling
- Qualifications**
- Able to deliver quality output on tight deadlines or under pressure
  - Has good eye for details
  - Able to work independently with minimal supervision or work in a team environment
  - Consider challenges as opportunity