

Contact

Manila, Philippines
+639560017047 (Mobile)
corral.mateo@gmail.com

www.linkedin.com/in/mat-corral-93628a1a (LinkedIn)

Top Skills

Illustration
Photoshop
Graphic Design

Languages

English (Full Professional)

Mat Corral

Digital Creative Marketing Director at Beverly Hills Polo Club
Philippine

NCR - National Capital Region, Philippines

Summary

Has 20+ years of graphic design experience with known brands, NO FEAR, BEVERLY HILLS POLO CLUB, ZOO YORK, ECKO, MOOSE GEAR, MERRELL AND PONY. Create graphic designs. Shoot photos, manipulate, apply effects. Shoot and edit video ads and motion graphics. Design interactive websites. Design 3D visuals. Master creative tools, Adobe Creative Suite.

JOB TASK:

- Manage the creative process from concept to completion
- Translate marketing objectives into clear creative strategies
- Work closely with multidisciplinary project teams, particularly IT
- Lead and direct the creative team in the production of all marketing collateral
- Ensure visual communication and brand standards are met
- Oversee client pitches and proposals
- Oversee profitability, deliverable, timelines and budgets
- Meet with clients or upper management to explain campaign strategies and solutions
- Review work, troubleshoot and provide feedback to creative teams
- Remain actively involved in hiring and training creative staff.

DESIGN SKILLS:

- Can conceptualize a whole ad campaign, based on client requirements.
- Can create exciting graphic designs or posters.
- Can take photos, enhance, manipulate and apply effects.
- Can shoot and edit videos.
- Knowledge in motion graphics and video effects.
- Knowledge in web design for pc and mobile deployment.
- Knowledge in latest design trends.
- Can work in a fast-paced environment.

- Can meet deadlines.

Have stellar communication, presentation, problem-solving and project-management skills. Elevated soft skills that enable them to inspire creativity and work well with different personality types — all while juggling various projects.

Experience

Beverly Hills Polo Club Philippines

Digital Creative Marketing Director

April 2018 - Present

Philippines

Responsible for the creative that supports the overall brand strategy, including apparel design, point of sale & marketing collateral, visual presentation, social media campaigns, video presentation, branding and overall marketing brand presentation.

RIVA

Fashion Designer

September 2013 - March 2018 (4 years 7 months)

Kuwait

Design technical drawings from sketches for fashion design from different base forms of clothing with proper size and measurements for any styles.

Create designs and graphics from scanned images with reduce and combine colors and create several color ways simultaneously as individual layers created in full color mode or reduced to a given number of colors.

Create different pattern repeats of a design or graphics that can be shifted horizontally, vertically or as an all-over with or without rotations.

Create high-quality weaving designs and graphics such as checks, stripes and madras in many different variations and define weave repeats that synchronize weaves and color sequences.

Create color ways from designs for easy mixing of collection colors, garment and fabric colors using the RGB- and/or CMYK-color space and find the right color tones when mixing two or more colors using imported Photoshop Swatches or Pantone textiles colors.

No Fear

Apparel Designer

March 2011 - August 2013 (2 years 6 months)

Philippines

Develop apparel products for mens and womens wear. Design graphics and creates color separation for screen printing and heat transfer. Creates 3D visuals for store layout, window display and showroom.

Medialink Advertising

Graphic Designer

August 2008 - June 2011 (2 years 11 months)

Al-Ain, United Arab Emirates

Design graphics for mobile advertising (Car, 3D Truck, Scooter), posters and vehicle wraps. Creates email and Bluetooth marketing graphics. Design company portfolio and presentations.

Filmworks Group

Video Editor

2006 - 2008 (3 years)

Dubai, UAE

Works in Casting Department for casting calls for television commercial projects. Take videos and edit scenes for Director's presentation. Design covers, videos chapter graphics for CD, DVD. Catalogue video files for database and archiving.

No Fear

Apparel Designer

June 2003 - November 2006 (3 years 6 months)

NCR - National Capital Region, Philippines

Create designs for casual mens apparel for screen printing on any fabric colors. Draw fashion cad and fittings for shirt, hoodies, pants, shorts, jackets and other accessories. Create color separations for screen printing and apply different print techniques and current digital print applications and styles.

Polo Jeans

Apparel Designer

October 2000 - May 2003 (2 years 8 months)

Philippines

Designs apparel and graphics for kids wear. Creates mix and match fashion designs and illustrations for new concepts and styles. Prepares artwork for color combination, spot color separation for mass print and production. Design

store visuals and related graphics like flyers, posters, brochures and design seasonal store display concepts.

Moose Gear

Apparel Designer

September 1997 - October 2000 (3 years 2 months)

Philippines

Design and develop sophisticated product collections for Moose Gear Signature brands e.g. apparels, accessories, bags, etc. Liaise with relevant parties (e.g. factories, suppliers etc) on merchandise development and construction. Perform costing and competitiveness study on merchandise and materials.

Perform regional product design and development customization in accordance to the needs of the local market and overseas' partners. Conduct market and online research for current and future trends. Produce and meet deadline for specific number of products planned by Product Development Manager. Constantly source or create new materials to be used for current and future product development.

Staynit Apparel

Apparel Designer

August 1994 - September 1997 (3 years 2 months)

Philippines

Work together with merchandiser to develop directional themes and menswear design ideas, as well as researching, predicting and presenting trends.

Working over lifestyle and sport product for men, Range building, current / predictive trend spotting and understanding of denim washes / dyes / finishes etc. Create menswear design with an edgy, cool and urban style of approach and trends.

Education

Annunciation College

Civil Engineering, Engineering · (1989 - 1994)