



KARLA ELIARDA

GRAPHIC DESIGNER X ART DIRECTOR

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Karla Eliarda is a Graphic Designer and Art Director based in Toronto. Originally from the Pearl of the Orient Seas — Philippines, she is now exploring new waters in the Land of the Maple Leaf — Canada. Inspired by nature, culture, and architecture, she merges traditional and digital mediums to craft her unique design style.

EDUCATION

HUMBER COLLEGE

Advertising & Graphic Design
2022 - present

DE LA SALLE - COLLEGE OF SAINT BENILDE

Bachelor of Arts
Major in Multimedia Arts
2004 - 2008

TRAINING

GRAPHIKA MANILA
2013, 2016, 2017

PCCI EDITORIAL DESIGN COURSE
2014

SOCIAL

www.linkedin.com/in/karla-eliarda

www.karlaeliarda.com

WORK EXPERIENCE

FREELANCE DESIGNER

GRAPHIC DESIGNER | 2018 - PRESENT

- Freelance designer providing design services to clients' needs.
- Branding, marketing collaterals, campaign projects, merchandise design, social media ads, magazine layout, and publication.

BRIGHTTANK INC. +

V- GLOBAL PHILIPPINES INC.

SR. GRAPHIC DESIGNER | AUG 2009 - DEC 2017

- Designed print and digital collateral for branding, campaigns, magazine layouts, and social media posts.
- Created logos, posters, and flyers for events and promotions.
- Art Director for company magazines and other publication projects such as handbooks, planners, and booklets.
- Designed promo merchandise and business presentations.
- Worked and coordinated with local/international departments and suppliers for events and production projects.
- Experience in booth exhibit design and installation in Malaysia.

Z-ZONE ONLINE PHILIPPINES INC.

GRAPHIC ARTIST | JAN 2009 - JULY 2009

- Designed marketing collateral for an online gaming company.
- Created logos, posters, flyers, merchandise for events, and marketing promotions.
- Designed webpages and banner ads.

SKILLS | PROGRAMS

- Graphic Design
- Art Direction
- Publication layout
- Photography
- Photo and Video Editing
- Photoshop
- Illustrator
- Indesign
- Lightroom and Bridge
- Premiere