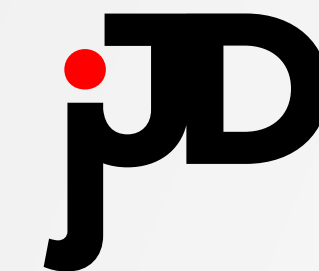


# 2024 portfolio





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# The Artist





# Hi I'm **Jan!**

I am a multimedia designer

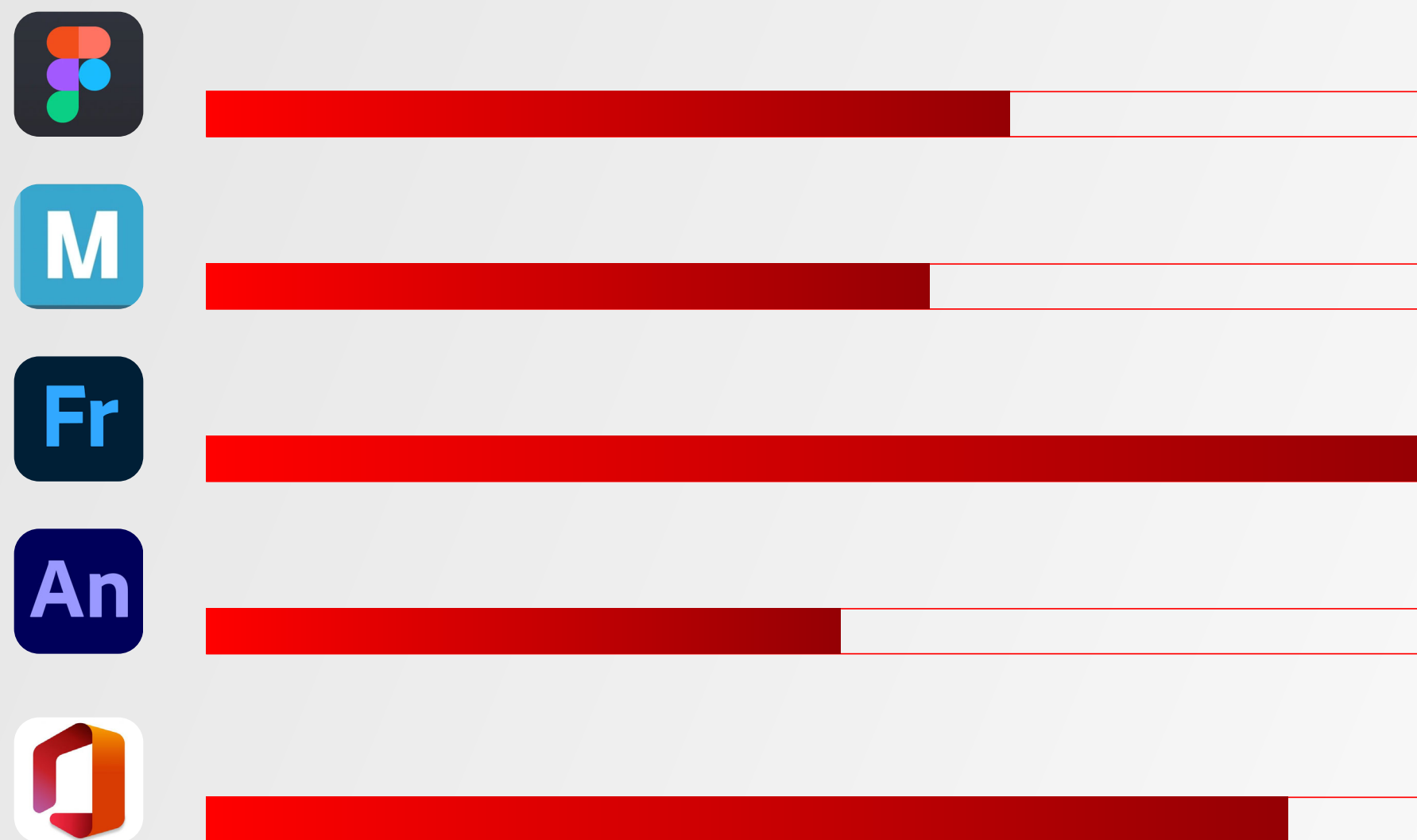
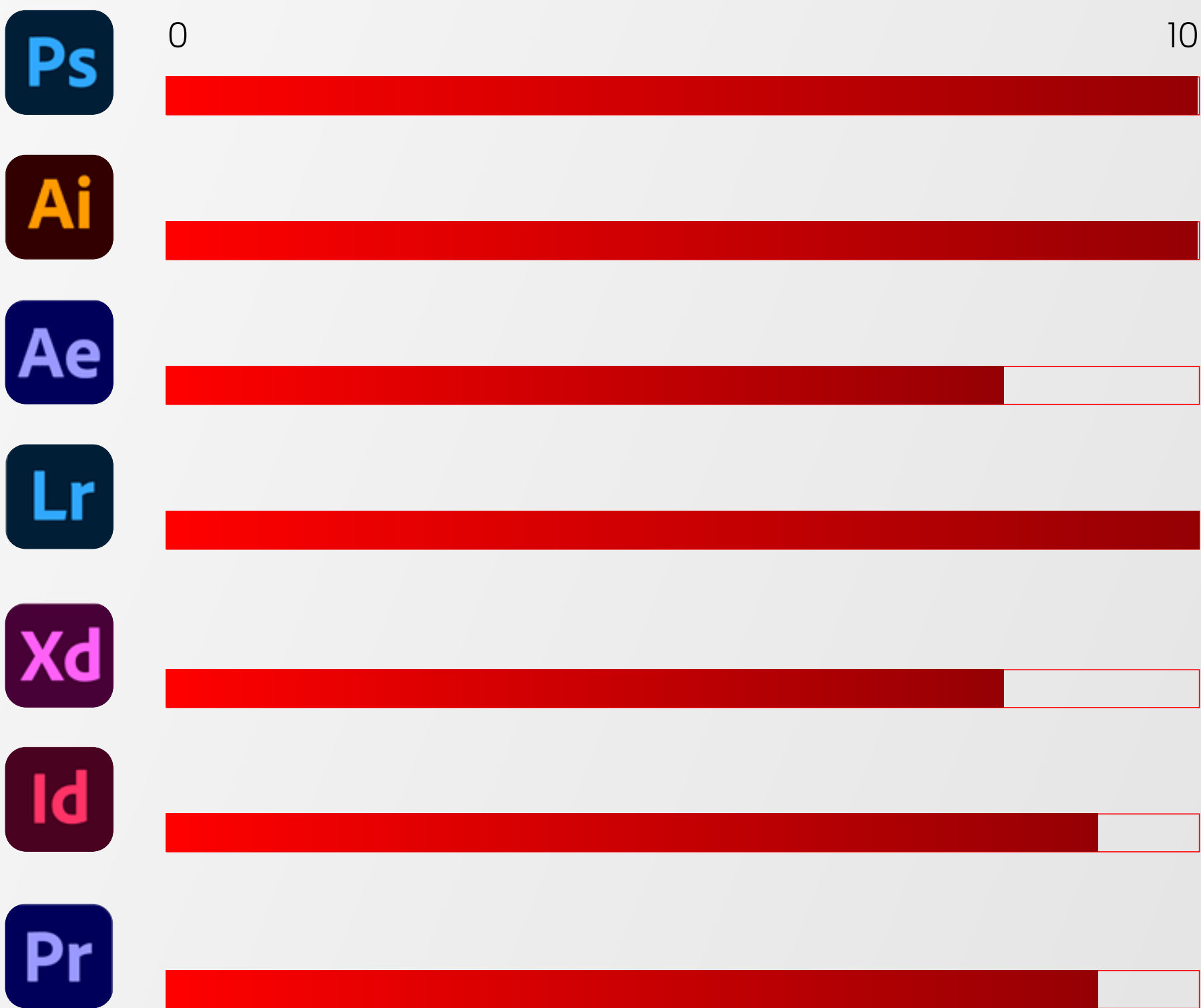
**Educational Background:** I graduated with a Bachelor of Science degree in Multimedia Arts and Sciences, specialize in Animation at Mapua University. I am now currently taking a Diploma in Web Design and Development at Northern Alberta Institute of Technology (NAIT)

**Brief Work Experience:** I am a freelance web and graphic designer since 2017, entered the creative industry in 2019 as a multimedia artist and before I decided to continue my education, I am a Senior Visual Creative in an Advertising Company in the Philippines.

[View My Resume](#)



# Software Proficiency





# Extra-Curricular

Junior Philippine Computer Society (JPCS)  
**Creative Chairperson**  
July 2018 – February 2019

Digital Poster Making Contest – IEEE  
**1st Place – Winner**  
September 2018

Comguild TV Commercial Contest  
**Mapua University Representative**  
September 2019

STEM Teach Mapua  
**Motion Graphic Designer**  
November 2018

# Achievements

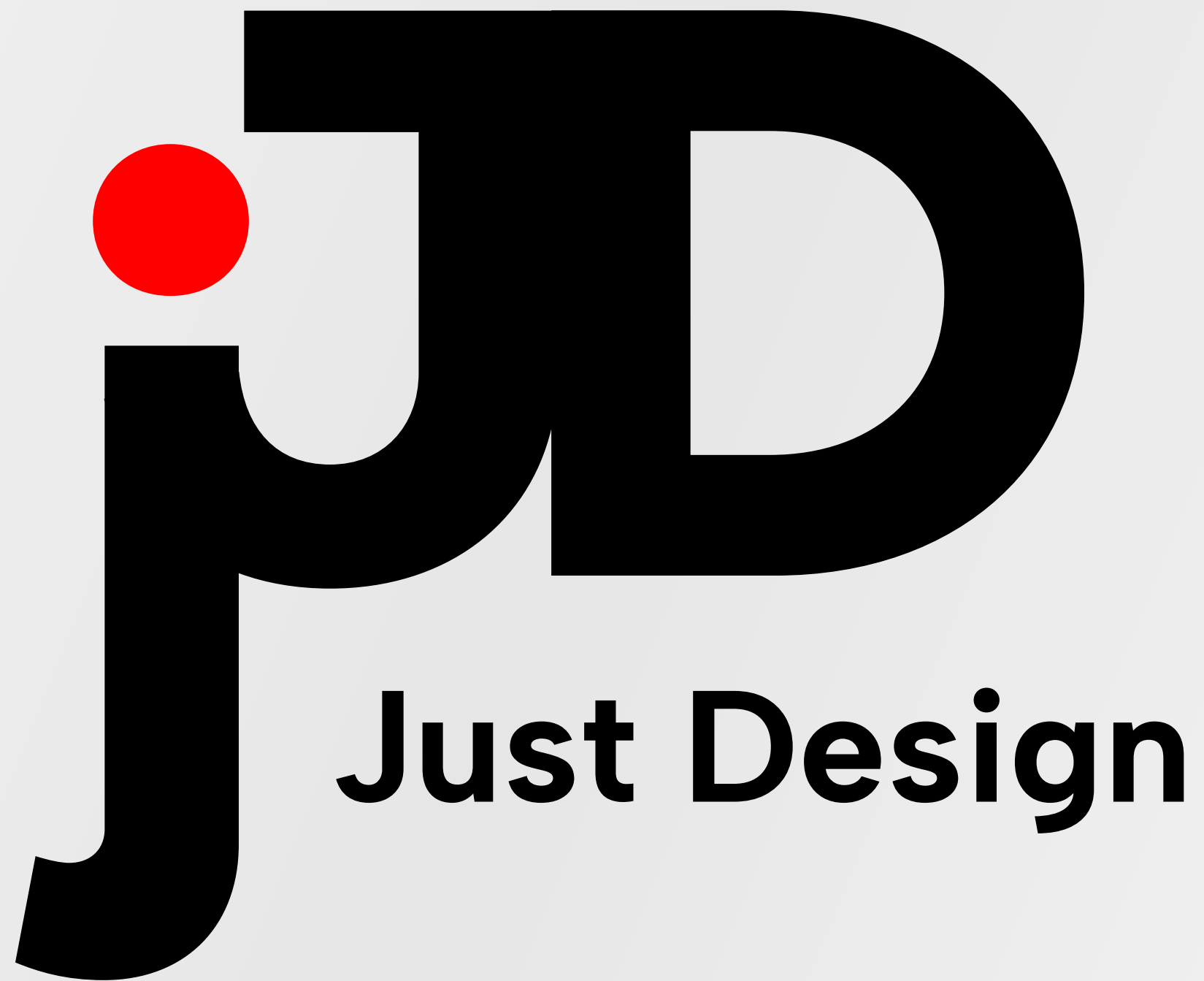
BRONZE Award at PANAta Awards 2023 for  
Palmolive #HaaayTurnToBuhayNaBuhay  
**Creative Team Member**  
September 2023

[Go to SVEN Website](#)

GOLD Award at Hashtag Asia 2023 for  
#RepublikaNgNBA  
**Creative Team Member**  
July 2023

[Go to SVEN Website](#)





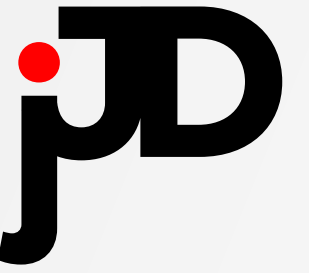
- Used a combination of “Jan Jascha” and “Just Design” to represent Just Designs made by Jan Jascha.

# Albert Sans

Thin Regular *Italic* Bold







# Message from The Artist

Dear **Guest/s**,

Welcome to the world of art and design made by one and only ME! I wish you will enjoy each and every art that I made. I hope my message are well delivered and provide information as well as learning that throughout my experience as an artist and designer.

Without further ado, Let's get into it!





**3D Art**



# Mad Scientist Pt. 1

The story behind this is pieces of art is to make the people who sees it differentiate the use of light illumination to how others describe an inventor, you will see on the upper part, the color is calm, neat, and normal that you will believe that the scientist who owned is just a normal person.



## Mad Scientist pt. 2

Not until you look down on the other part, when the night comes and all the lights turn dark and neon, it feels haunting, and experimental.





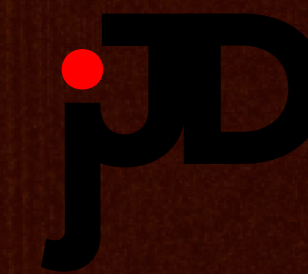
JASCHA FLORENDO

## Life of the Street

Life of the streets is inspired when I'm crossing the lonely and dark road of manila after my night class, because in the night where the sun is sleeping, street-lights is there as my guide. Just like in our life, there will be a time that you will feel lost in the streets but if there is a light guiding us, we will sure be in our own destination in the end.

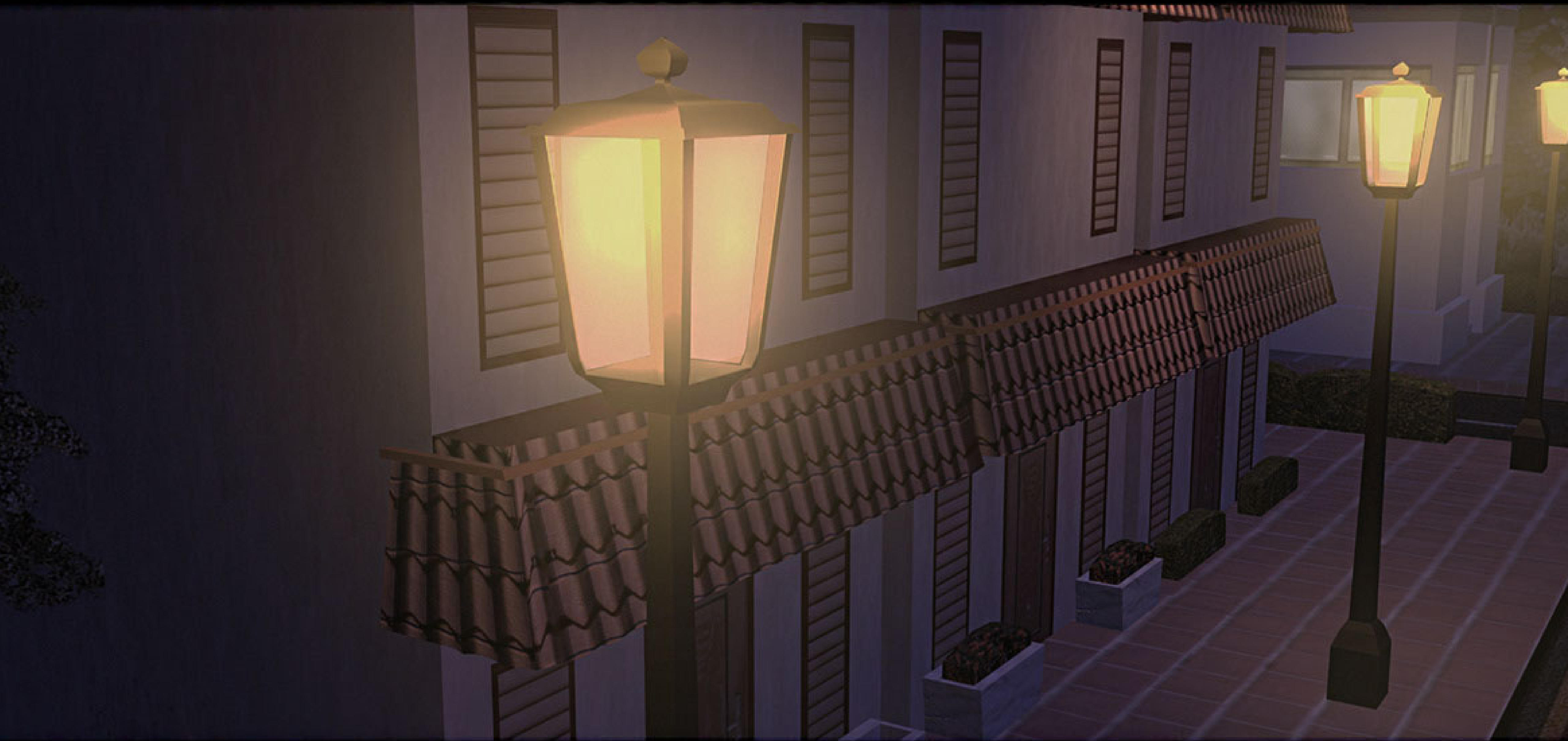






JASCHA FLORENDO







## House' 1997

This is one of my project where I need to make a fog light coming from a spotlight bulb in Autodesk Maya and rendered in arnold. I called this House' 1997 because I finished it exactly on my birthday and the house I made is styled in vintage interior design.







# Main Building

This is a 3D Reality Landscape of the office of the Vice President of Mapua University, Intramuros Campus

JASCHA FIORENDO





# Condo Life

The vibe of living on a high building made you feel kind of decent and well-lived.



# Ad Prêsentation



PRODUCT LAUNCH

# ST. IVES COLLAGEN FACIAL MASK







# WHY COLLAGEN FACIAL MASK?

After researching about St. Ives sheet mask, their ingredients have something missing in it, and it is anti-aging.

Even if there is a revitalizing, and glowing sheets that supports that, their product choices lacks on main ingredients for younger and radiating skin, which is **collagen**.





# Introducing!

THE NEWEST ST. IVES

## COLLAGEN MASK!



# KEY INGREDIENTS

Hydrolyzed Elastin for skin elasticity,  
Hydrolyzed **Collagen** for anti aging,  
and **Aloe Vera** for moisturizing.





# BENEFITS OF COLLAGEN

- Anti-Aging/ Anti-Wrinkles
- Improve skin firmness
- Skin cell renewal and repair
- Increases skin hydration



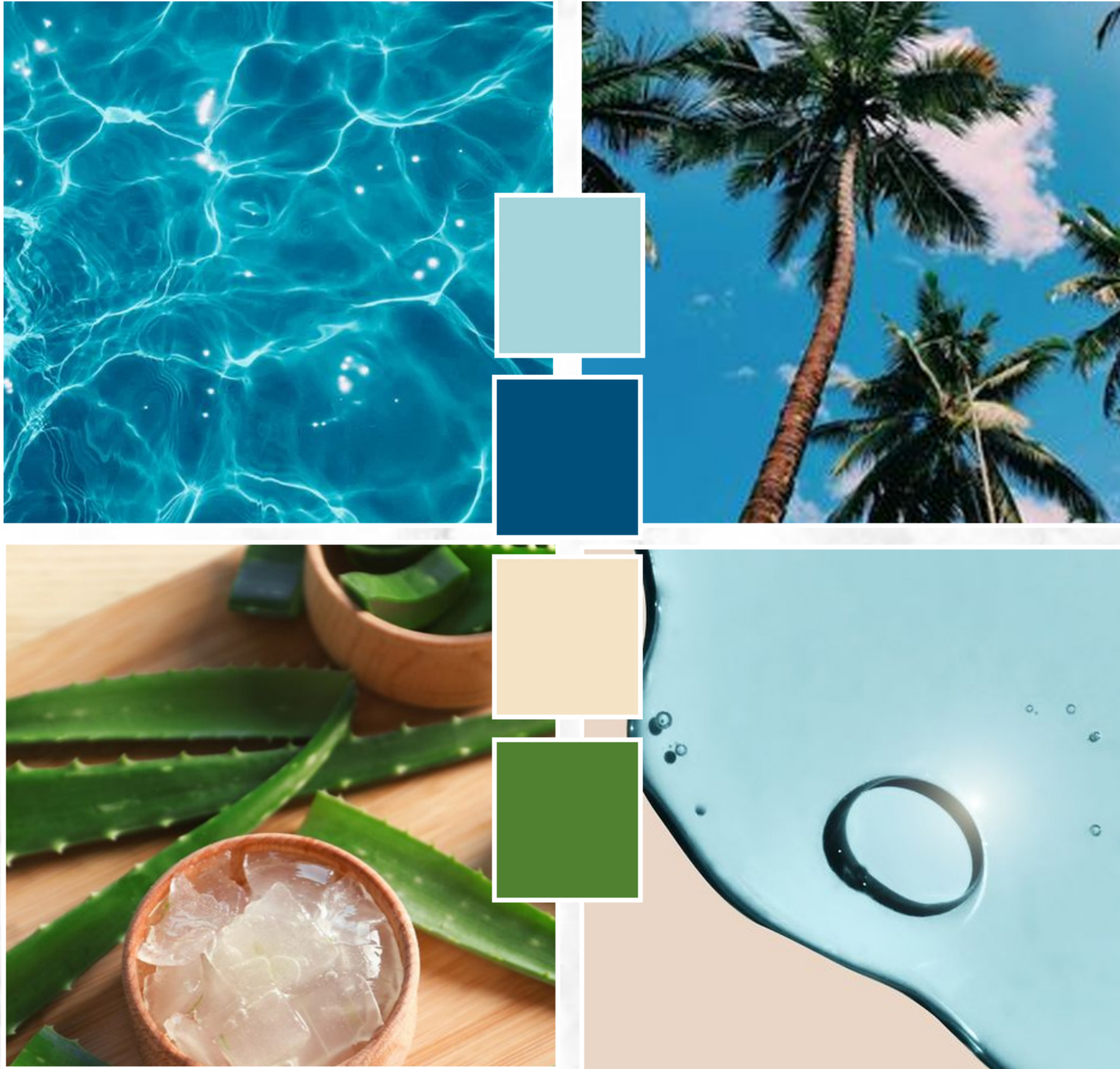


A close-up photograph of two Aloe Vera leaves. The leaves are thick, green, and have a serrated edge with small, dark, pointed teeth. The background is a soft, out-of-focus white and light green.

## WHY PAIR WITH ALOE VERA?

Aloe Vera has an antioxidant effect that can help repair sun damage and slow down the aging process of the skin. It also contains 98% water, which helps moisturize, soothe, and hydrate the skin, that supports the production and release of collagen.





# COLOR SCHEMES & MOOD BOARD

The chosen palette for the product presentation are beach/ summer where skin are exposed to heat and dehydration are common.

Thus means it is time to hydrate and regrow the dead skin cell caused by sunlight.





# DESIGN ALLOCATION

It is designed to know what is the priority and which is the anti-aging content of collagen at the top right part and aloe vera as the scent and supporting formula for hydration and moisturizing.

ORIGINAL COPY ARE ATTACHED IN THE EMAIL  
BY GOOGLE DRIVE LINK





**HERE ARE SOME PROMOTIONAL ADS  
FOR INSTAGRAM**



# INSTAGRAM STORIES







# INSTAGRAM STORIES

Introduce a new product widely with the color schemes prepared, and made sure that it is relevant to the product that is selling.

This story design are captionless because instagram story allows you to edit your own, free to embed with a link, and interact with the audience using polls, and questions where it can be place around the free corners.

**ORIGINAL COPIES ARE ATTACHED IN THE EMAIL  
BY GOOGLE DRIVE LINK**



Best Pair With  
**RENEWING CREAM!**



Is collagen mask tested?

Answer:

Yes! all of our products are tested before, release and they're safe for **external use only!**



#### BENEFITS OF COLLAGEN

- ✓ Anti-Aging/ Anti-Wrinkles
- ✓ Improve skin firmness
- ✓ Skin cell renewal and repair
- ✓ Increases skin hydration



#### FACTS ABOUT ALOE VERA

Its anti-inflammatory properties can reduce pain, swelling, and soreness of wounds or injuries. It supports the production and release of collagen.



Learn How to Maintain Healthy Skin

link in the bio



# INSTAGRAM POSTS

On this part of promotion, it is important to be as informative as possible, it includes some for engaging post that could help possible user to know about (safety, benefits and fun facts about the ingredients, etc.) and other interactive posts like common buyer's questions and blog posts about beauty tips.

**ORIGINAL COPIES ARE ATTACHED IN THE EMAIL  
BY GOOGLE DRIVE LINK**



A top-down view of a wooden bowl and two spoons on a marble surface, with aloe vera leaves in the foreground. The bowl is light-colored wood with a circular pattern. The spoons are dark wood. The marble surface is white with grey veins. The aloe vera leaves are green and have small spines along the edges.

**THANK YOU!**



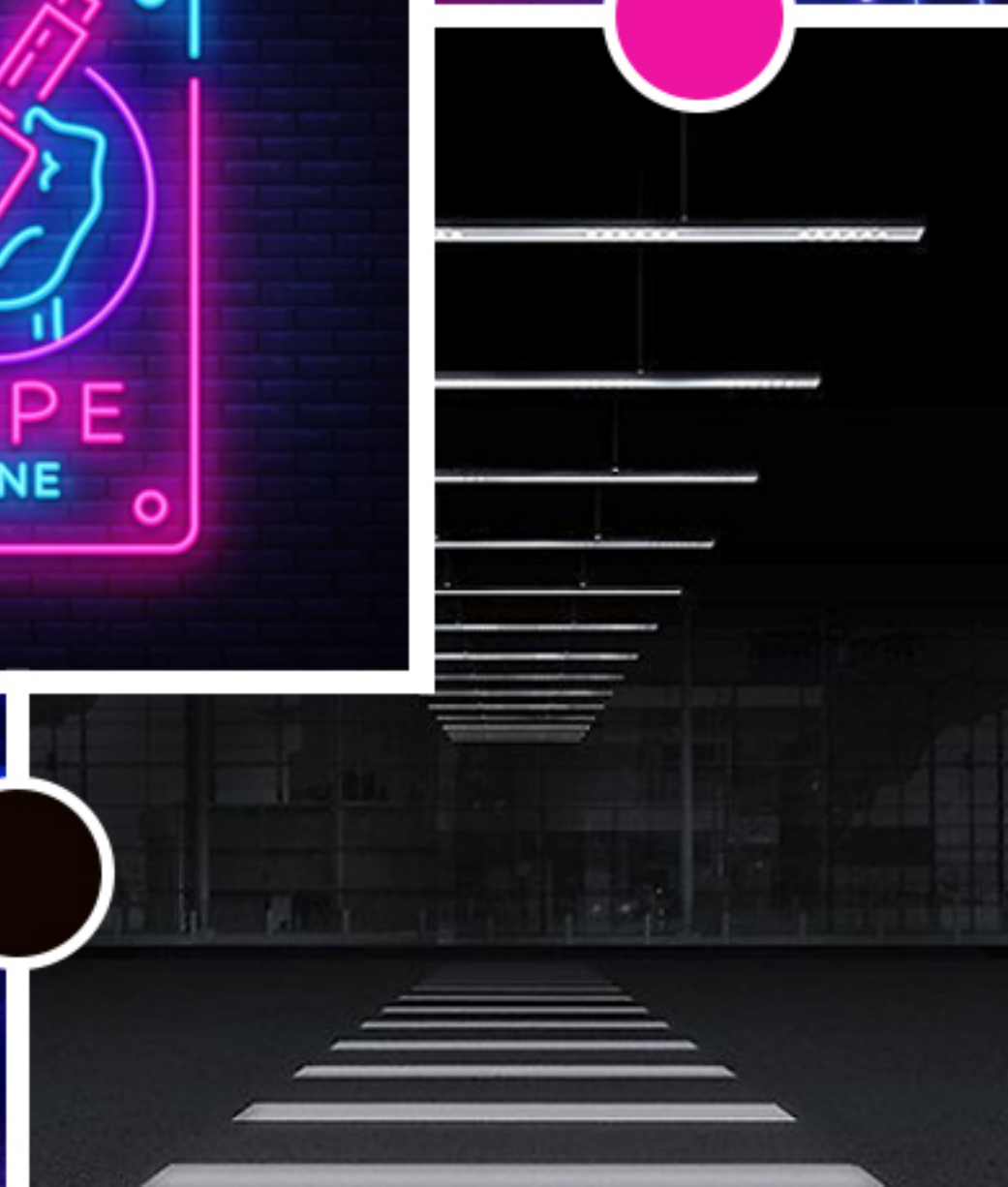
# SOCIAL MEDIA CAMPAIGN

for Liverpool v Manchester United

JAN JASCHA C. FLORENDO









#712098

#BD00FD

#1C1D21

#EB4EFC

#EE14A2

*Main*

# Orbitron

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel

*Sub*

# Galano Grotesque

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

*Paragraph*

# Mulish

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



# Mission

The mission for this campaign is to promote Liverpool v Manchester United in different social media platform and to hook the target audiences' interest for the upcoming event.





# Social Media Strategy

Includes prominent **football player** that will play at the said game as the subject for promotion.



**Cristiano Ronaldo**



**Lionel Messi**



**David Beckham**



# Instagram Story

Promotional layout for instagram stories, my days for facebook, snapchats, tiktoks.

*Original Size Link:*

[https://drive.google.com/drive/folders/182sCJJ\\_v0iZSQyrx-969GyMpQBEArTFsd?usp=sharing](https://drive.google.com/drive/folders/182sCJJ_v0iZSQyrx-969GyMpQBEArTFsd?usp=sharing)





# PREMIER LEAGUE

LIVERPOOL V MANCHESTER UNITED



**BET £5 GET £20  
IN FREE BETS**

Live on Sky Sports Football



18+. UK&IRE only. T&Cs apply.

[REGISTER HERE](#)



# PREMIER LEAGUE

LIVERPOOL V MANCHESTER UNITED



**BET £5 GET £20  
IN FREE BETS**

Live on Sky Sports Football



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# PREMIER LEAGUE

LIVERPOOL V MANCHESTER UNITED



**BET £5 GET £20  
IN FREE BETS**

Live on Sky Sports Football



18+. UK&IRE only. T&Cs apply.

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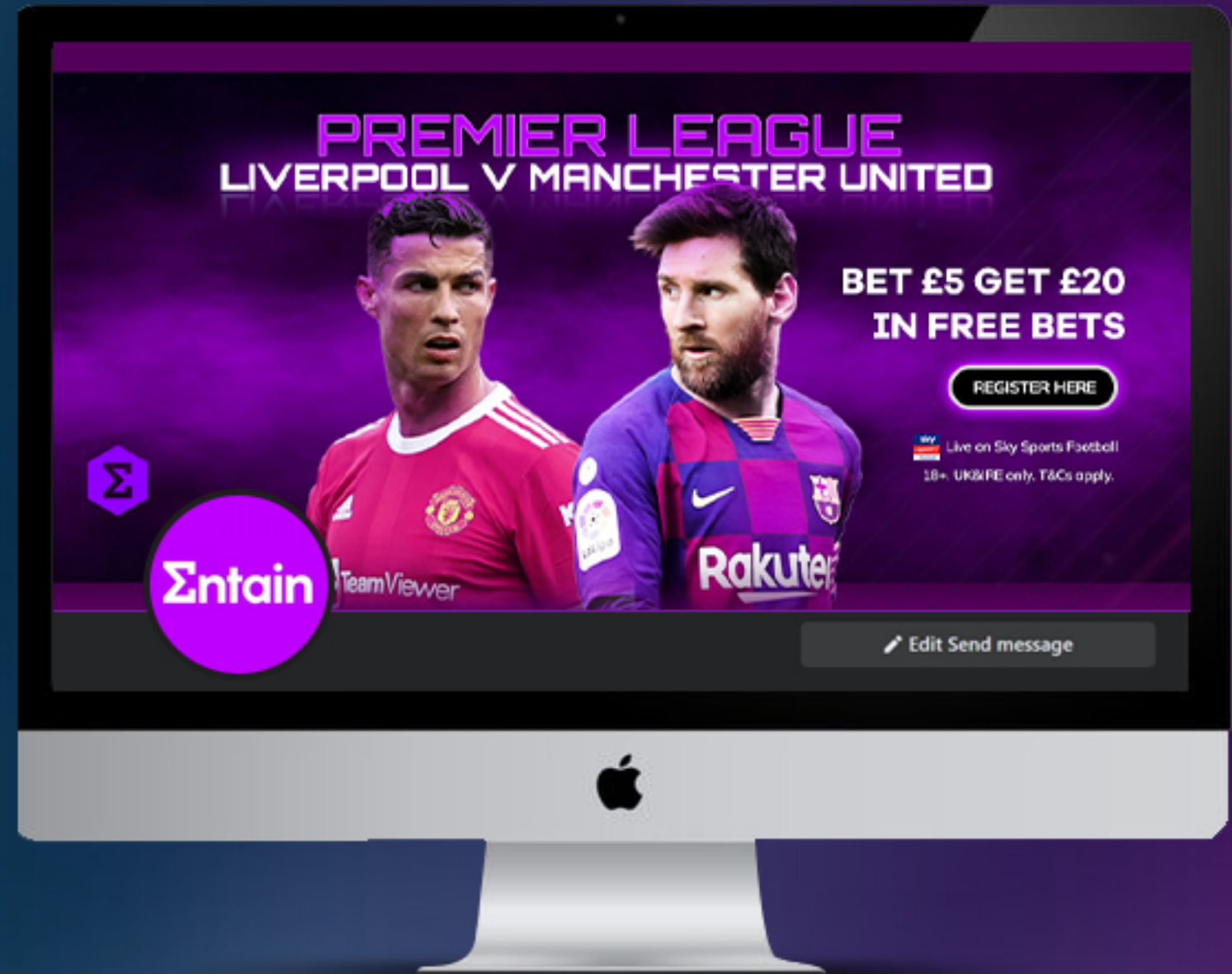


# Facebook Banner

promotional banner that is not only applicable to facebook but also youtube channel and twitter header as well.

*Original Size Link:*

<https://drive.google.com/drive/folders/1Ebt9TmEoT38M-35Pmsh-KA-LMNoAAb4K5?usp=sharing>






# PREMIER LEAGUE

## LIVERPOOL V MANCHESTER UNITED



**BET £5 GET £20 IN FREE BETS**

 Live on Sky Sports Football 18+. UK&IRE only. T&Cs apply.

[REGISTER HERE](#)




# PREMIER LEAGUE

## LIVERPOOL V MANCHESTER UNITED



**BET £5 GET £20  
IN FREE BETS**

[REGISTER HERE](#)

 Live on Sky Sports Football  
18+. UK&IRE only. T&Cs apply.




# PREMIER LEAGUE

## LIVERPOOL V MANCHESTER UNITED



**BET £5 GET £20  
IN FREE BETS**

[REGISTER HERE](#)

 Live on Sky Sports Football  
18+. UK&IRE only. T&Cs apply.





# Branding

**Copyright Disclaimer:** All layout presented are solely to view my work. No distribution is intended.



## Business Branding

**97' Clothing** is a small clothing line that me and my three other cousins made. Symbolizing stars as four of us born in 1997.





# Retro Metro

# RIETRO METRO



# RETRO METRO

## Our first design

A Vintage theme with a vector execution of famous landmarks in Metro Manila such as Fort Santiago, Manila Cityhall, and a representation of Chinatown (Binondo, Sta Cruz, & Escolta)



# RETRO IN METRO







# Retro Metro

## Our second design

A Vintage theme of a retro retro ambience and masked within it is a newspaper texture.







Retro  
Metro

Retro  
Metro

Retro  
Metro

Retro  
Metro

Retro  
Metro

Retro  
Metro

Retro  
Metro

Retro  
Metro



## Instagram Posts

I managed all our Social Media Accounts with including Instagram. I designed our feed in a **carousel-like pattern** in multiple photos that give viewers an illusion of continuity as they scroll the post.



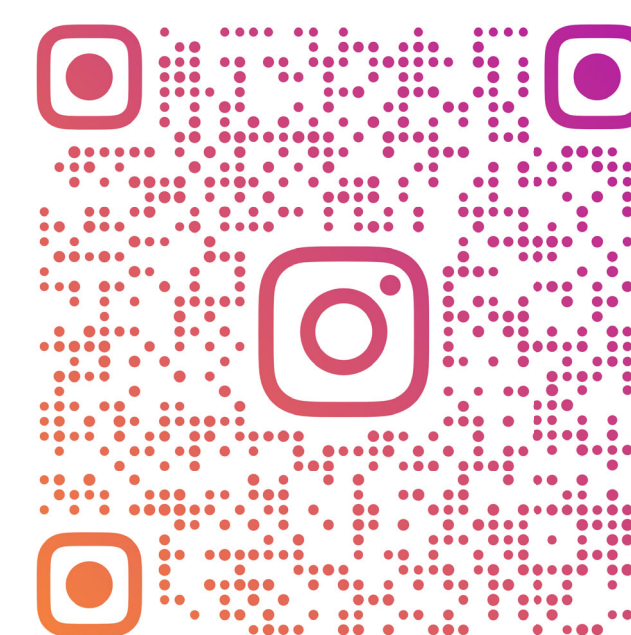
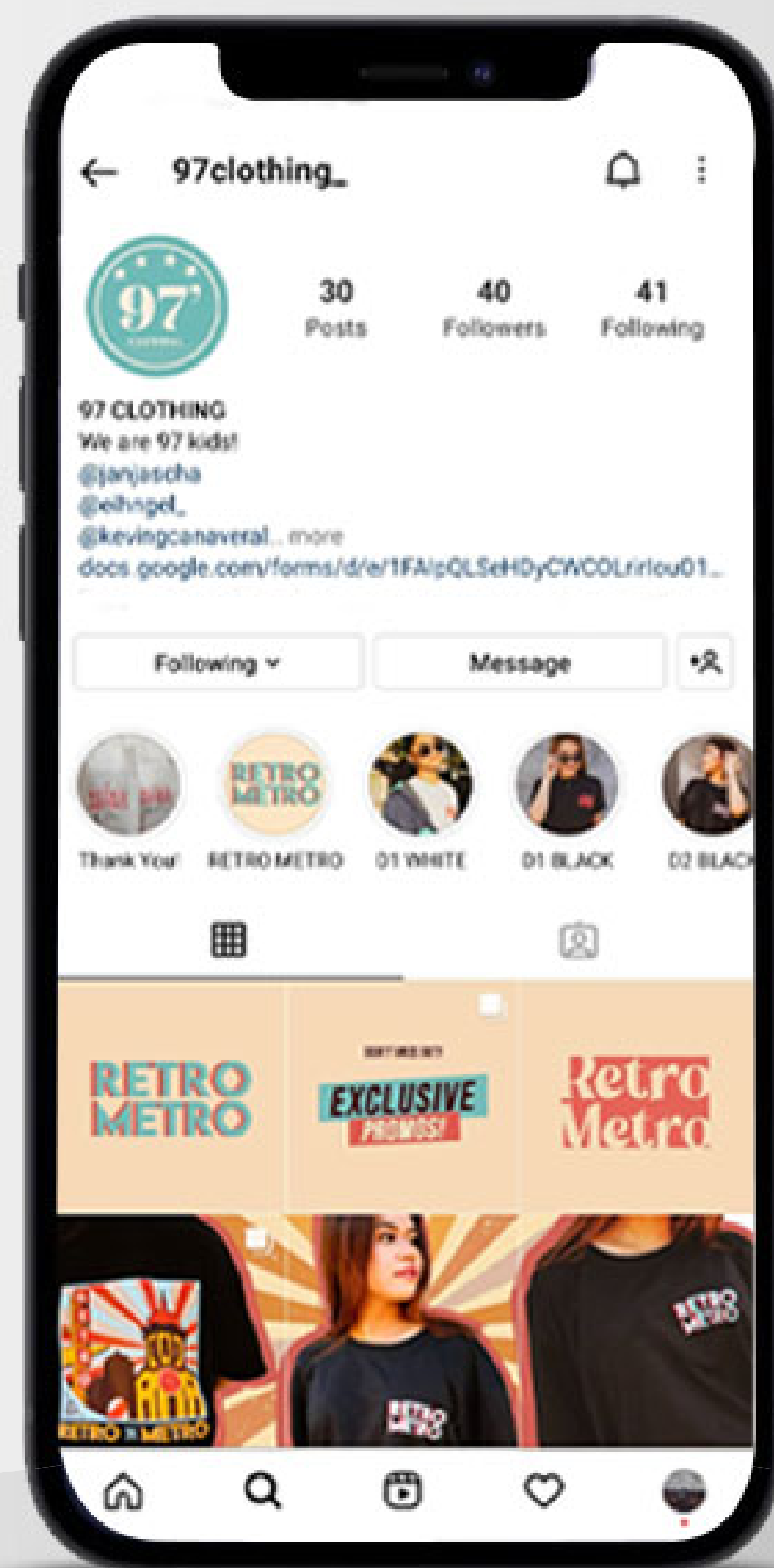




# Retro Metro

## Paper Bag Mock up





97CLOTHING\_

Visit us for more details



# Rebranding

The owner of the small bakery shop reached out to me to rebrand her first logo that I made for her due to other competitors imitating her brand.

Slide down to see the progress and final design of her new logo.

Christine's  
Pastries



Christine's  
Pastries







---

## WHAT IS CHRISTINE'S PASTRIES

---

CHRISTINE'S CAKES AND PASTRIES IS ONE OF THE FAMOUS  
BAKESHOP LOCATED AT SAN JOSE CITY,  
NUEVA ECIJA





#B3400A



#FFDA9C



#FFFABA





New York  
*New York*  
New York



#B3400A

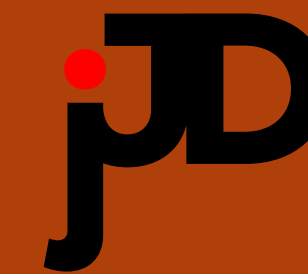


#FFDA9C



#FFFABA





CHRISTINE'S  
CAKES & PASTRIES

CHRISTINE'S  
CAKES & PASTRIES

CHRISTINE'S  
CAKES & PASTRIES

CHRISTINE'S  
CAKES & PASTRIES





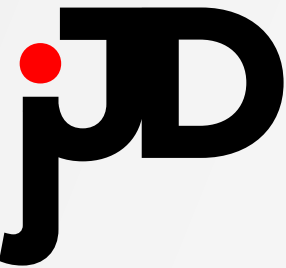


# Canva Layouts

**Copyright Disclaimer:** All layout presented are solely to view my work. No distribution is intended.

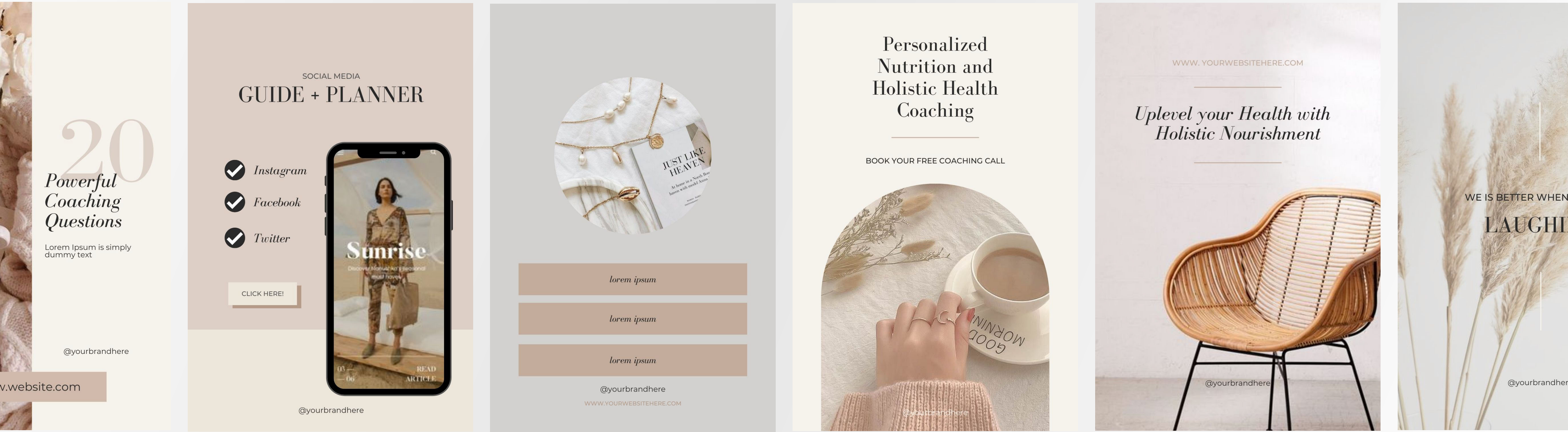




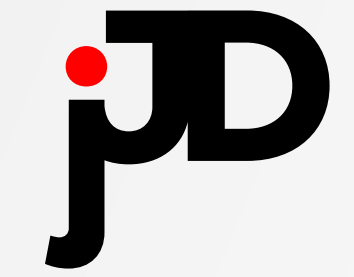
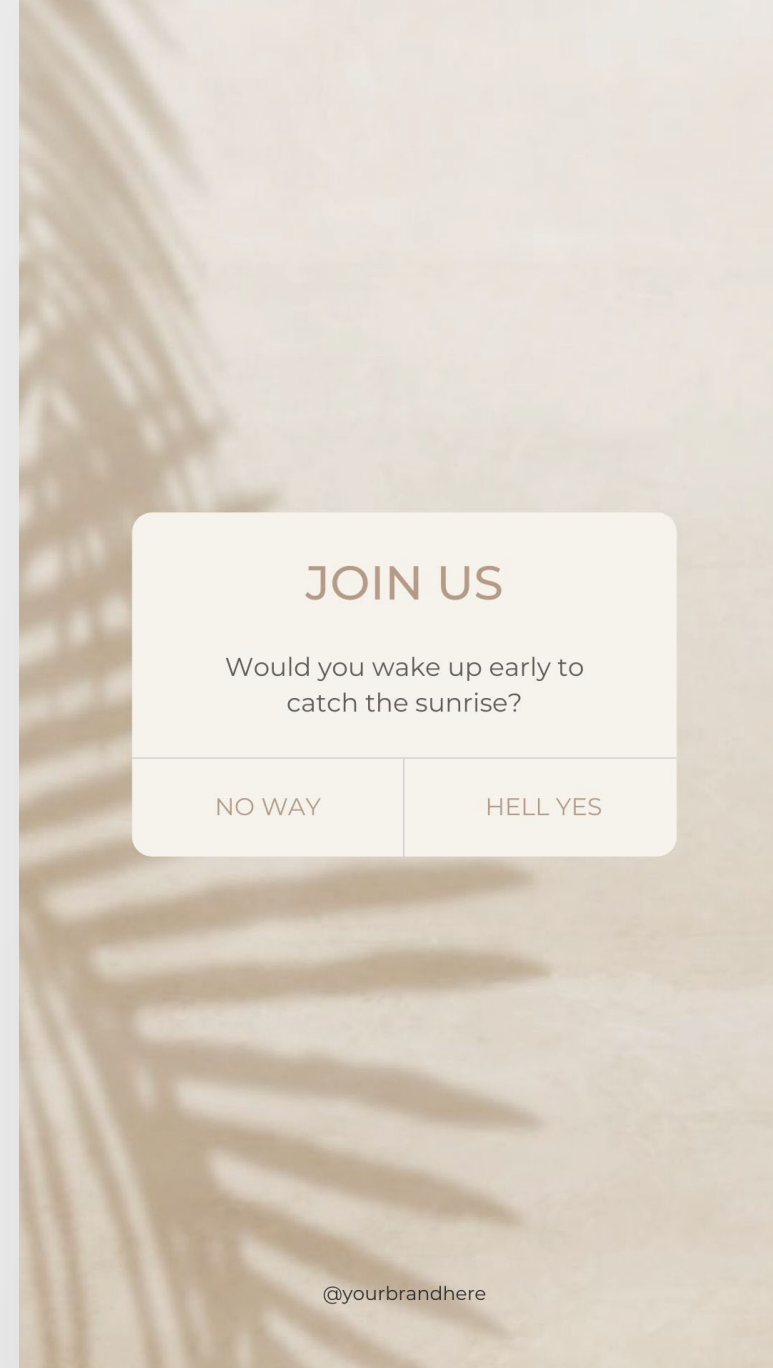
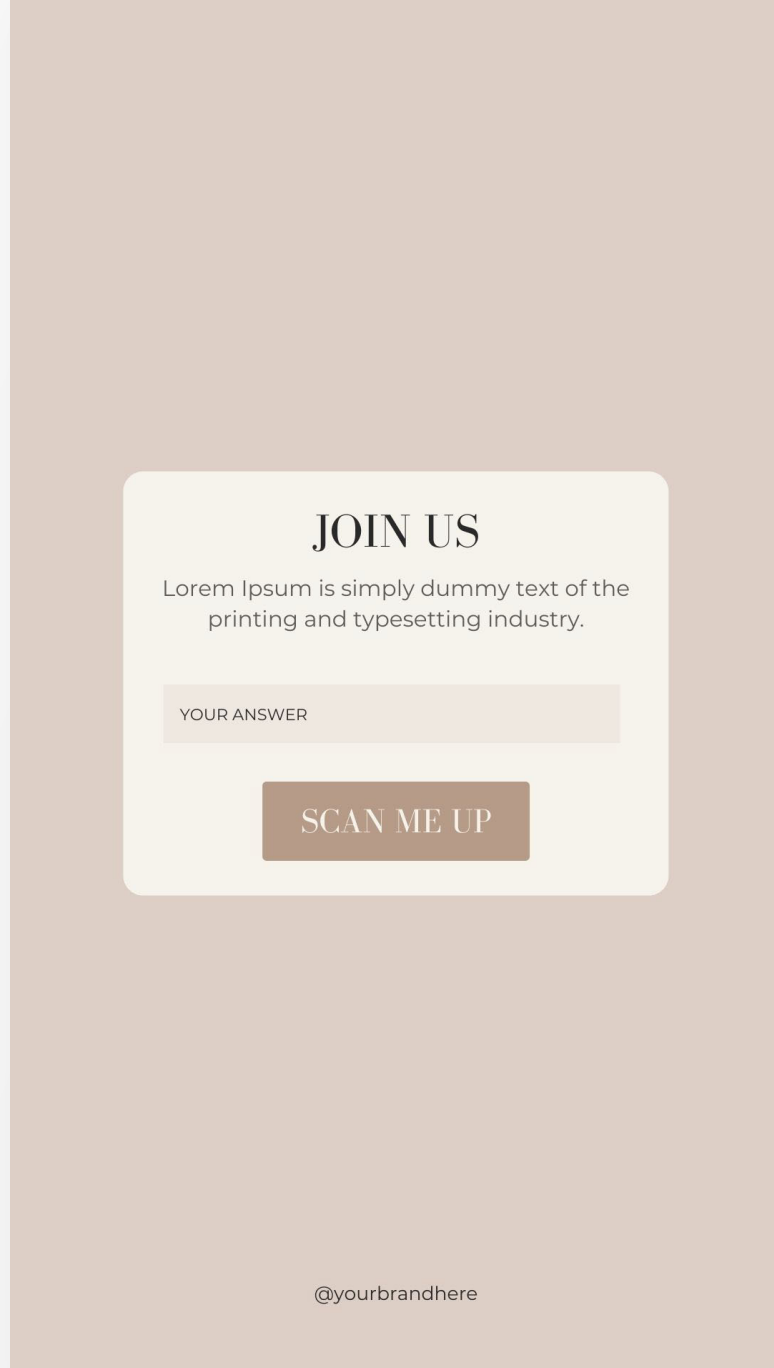
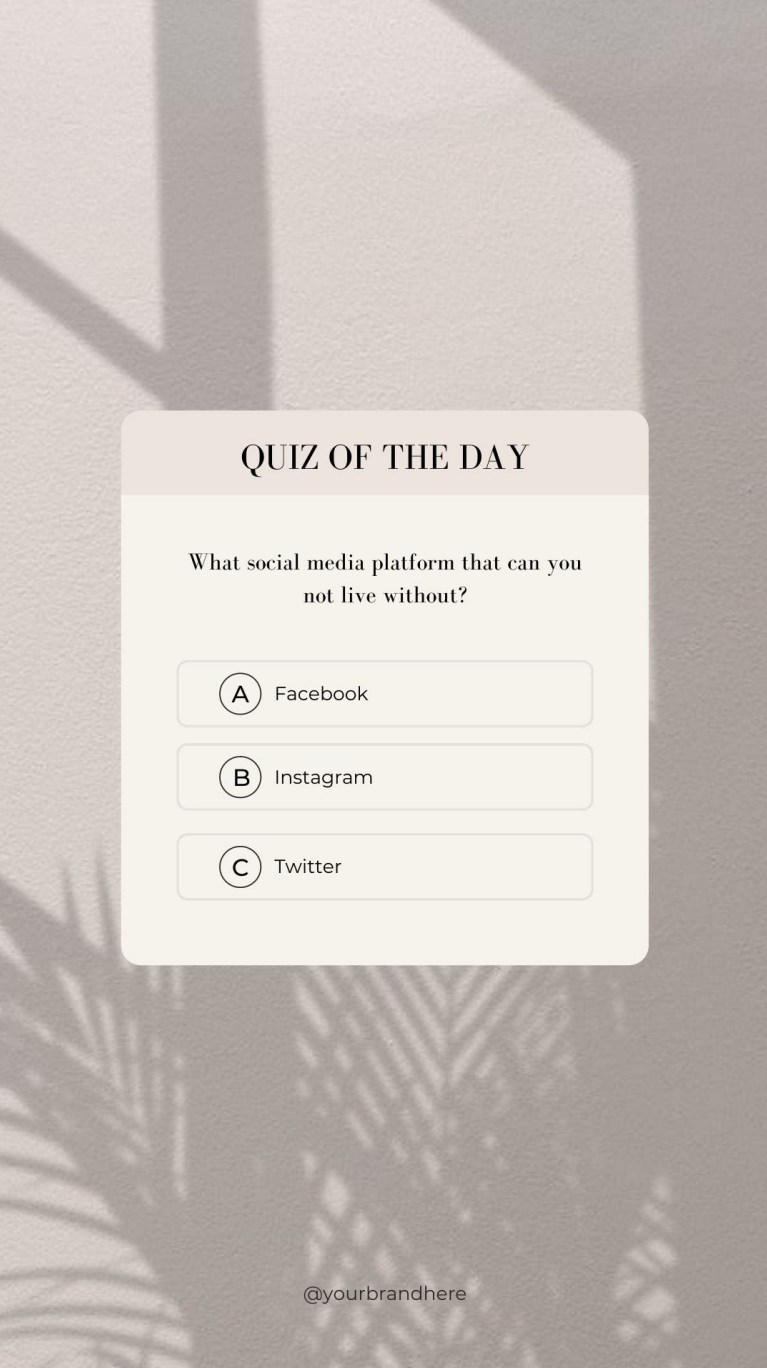


# Editable Canva Template

I designed 90+ editable template on canva inspired by pinterest for Instagram story and Feed. Here are few examples:

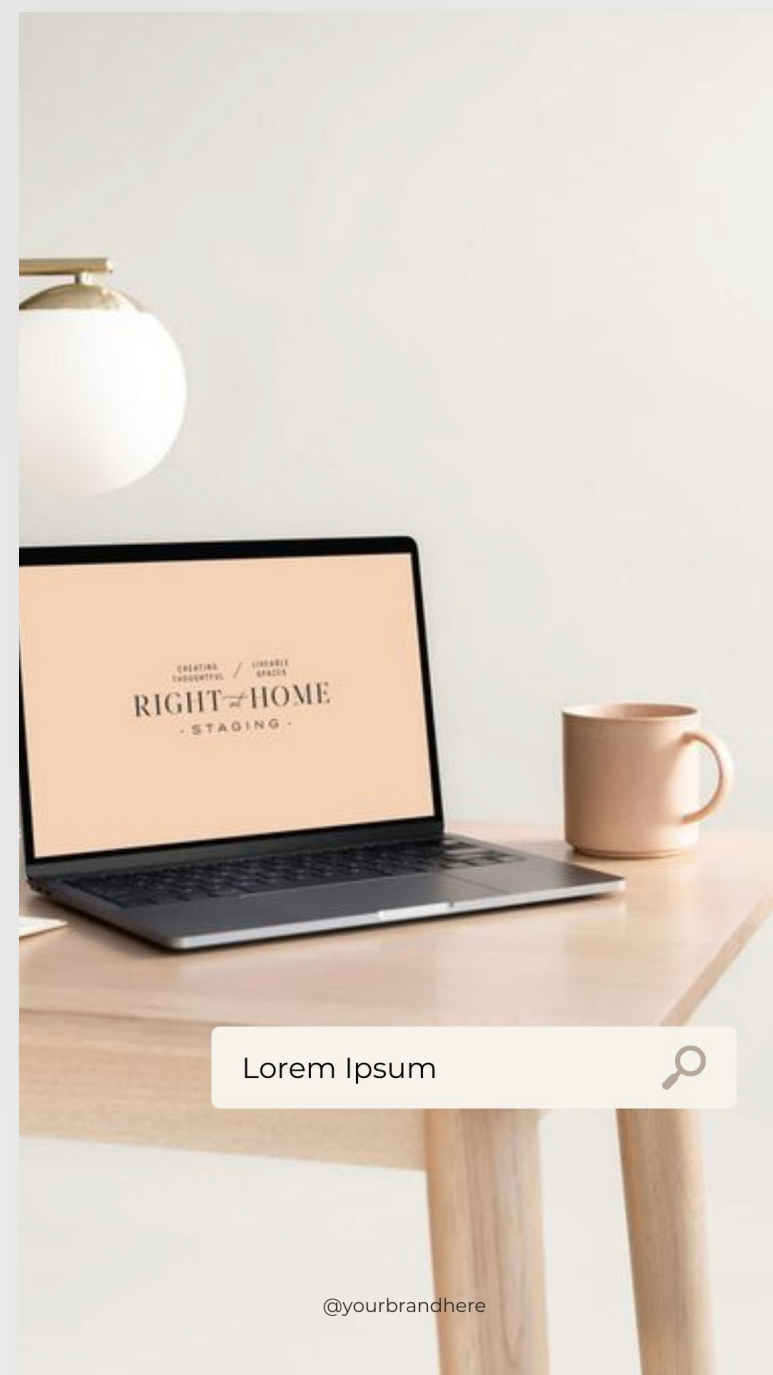
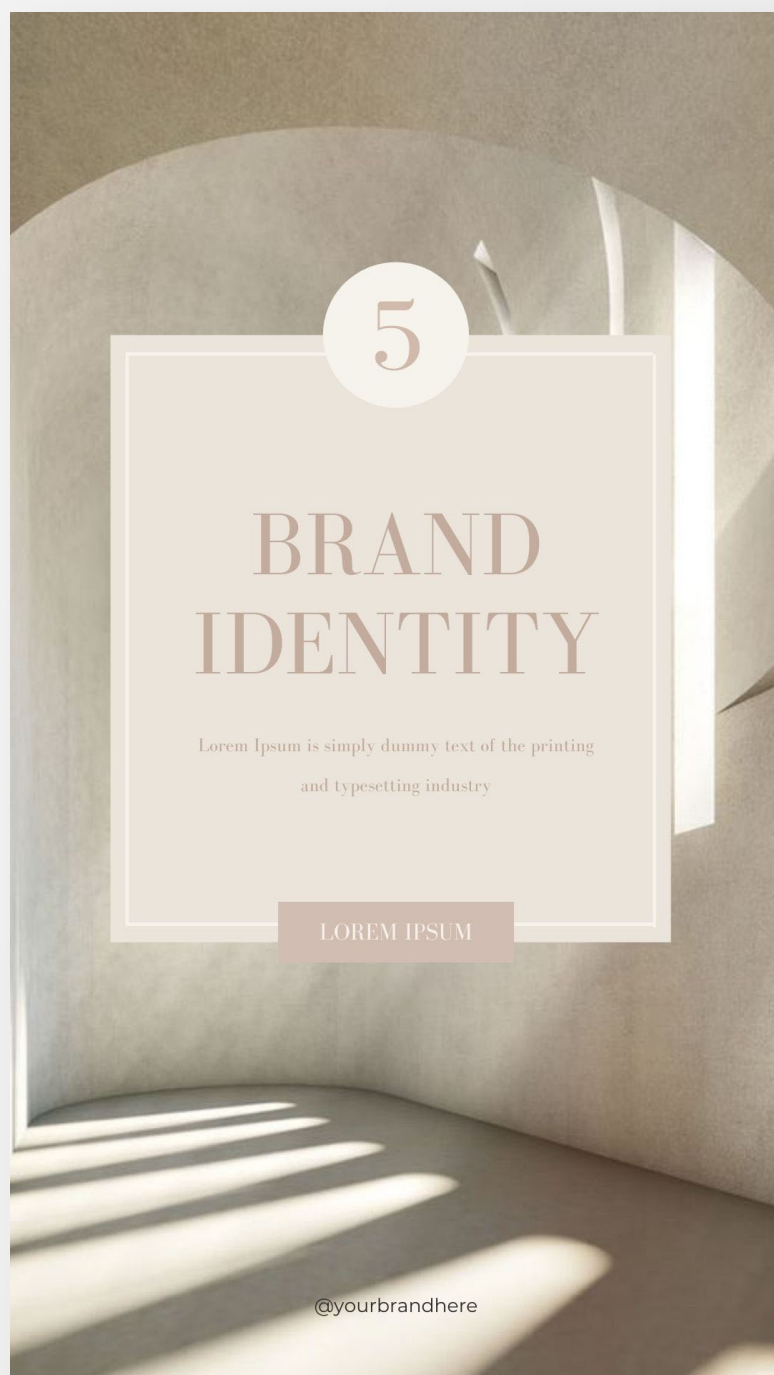
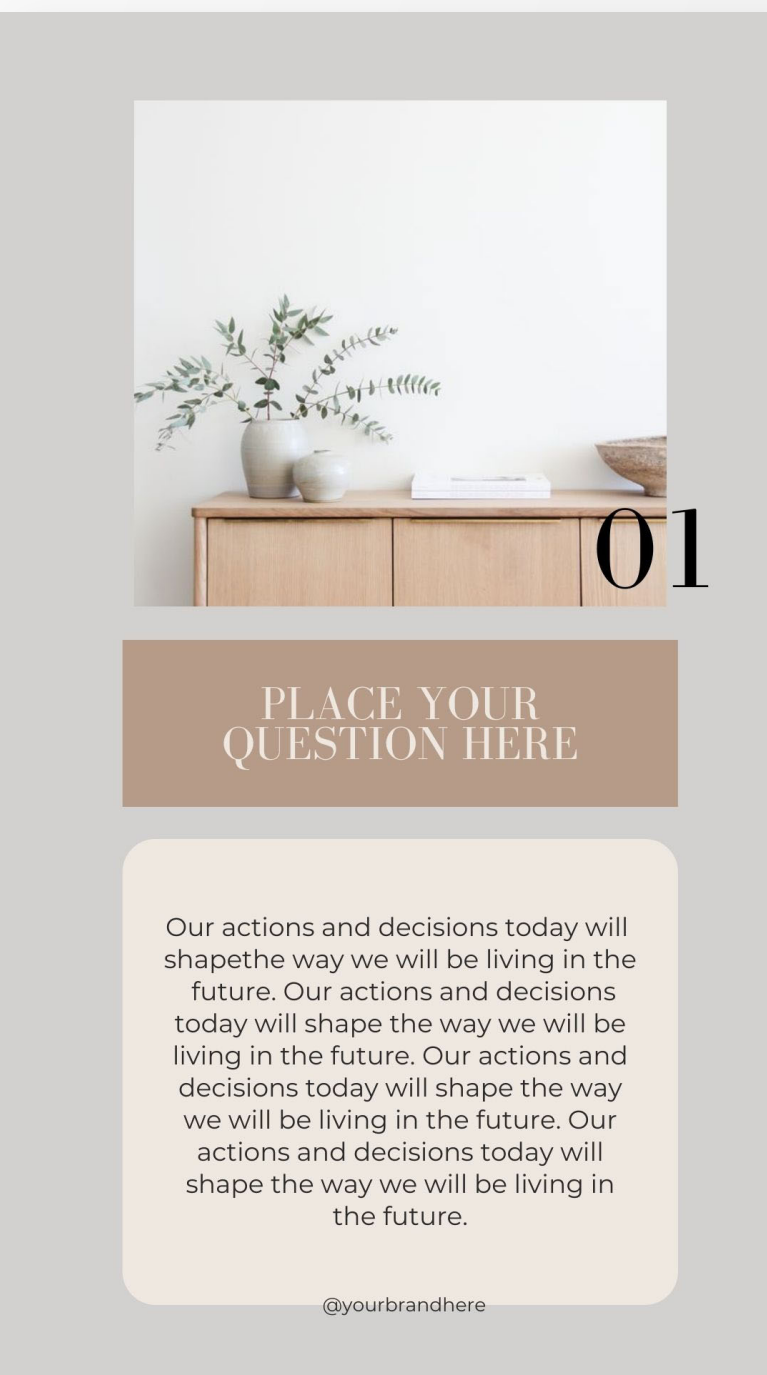






# Engagement

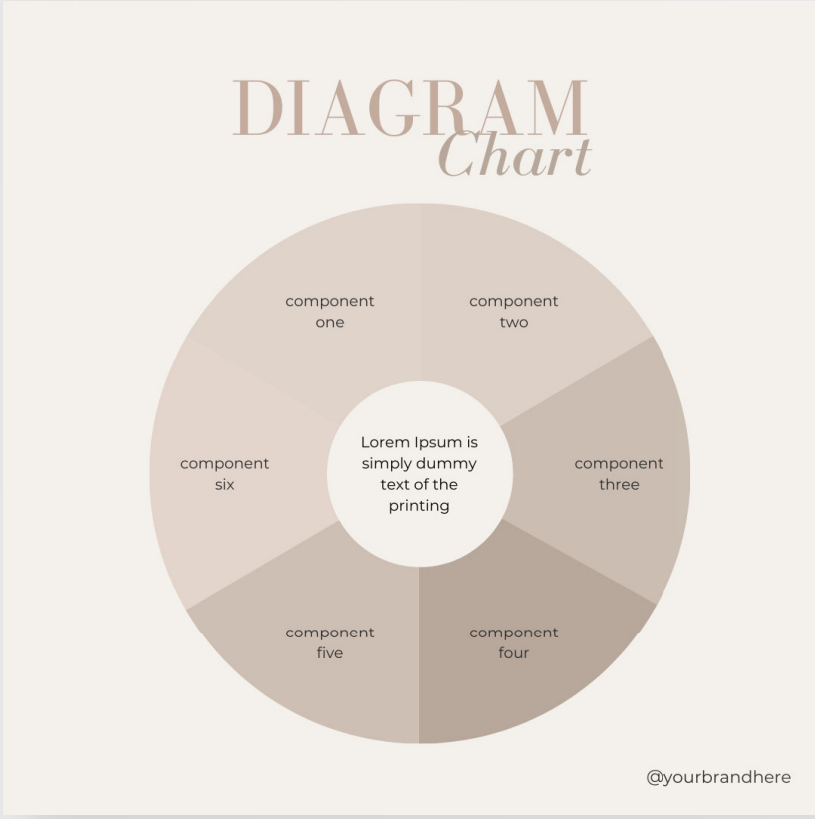
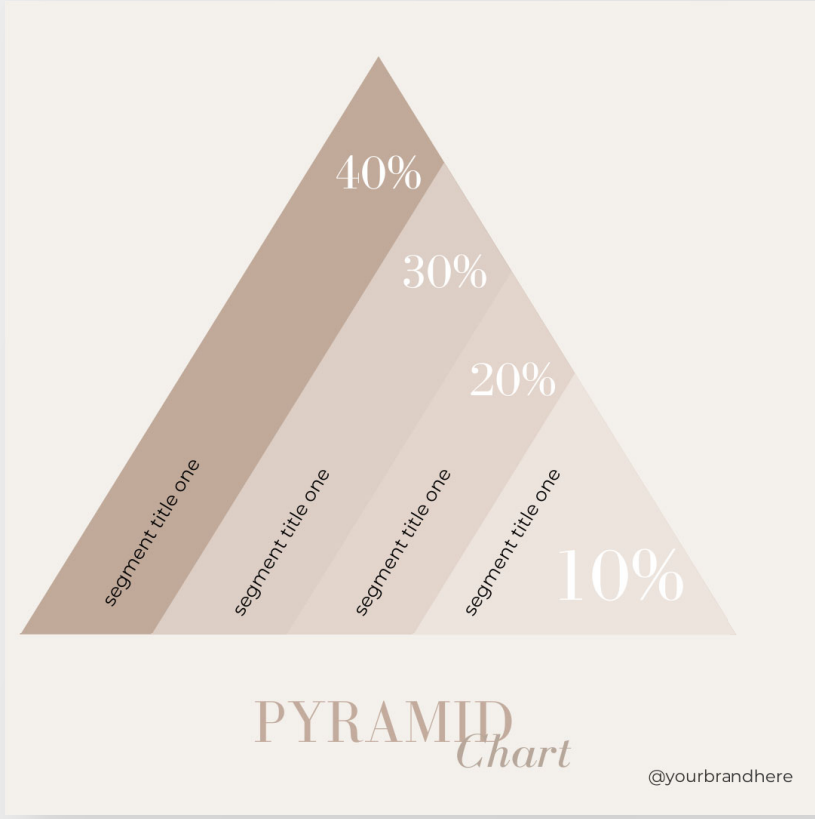
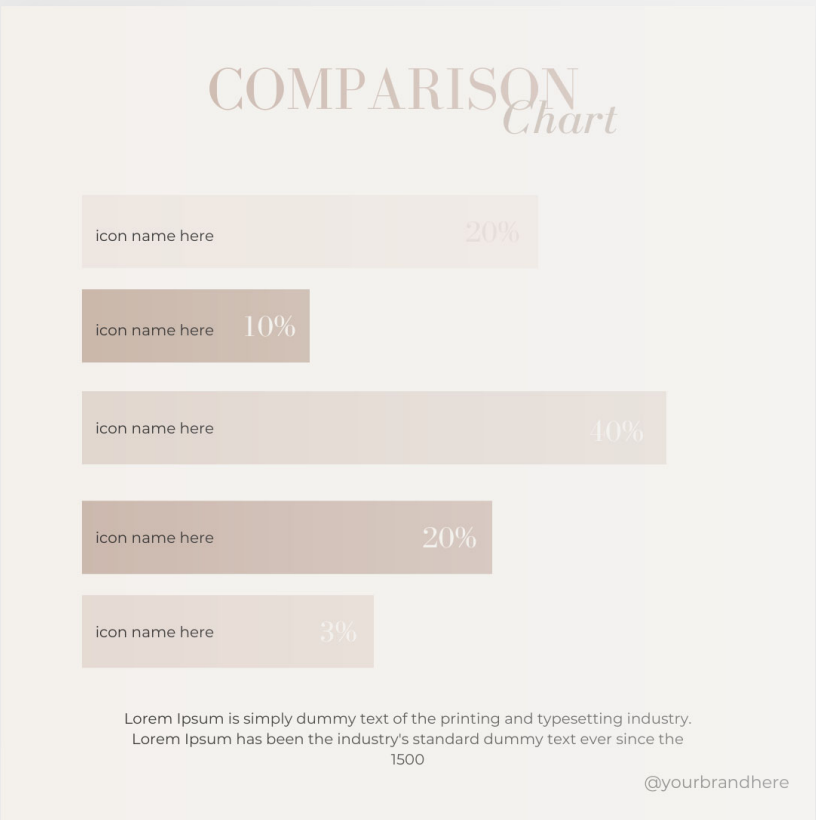
Instagram story that engage with audience to catch their attention.





# Infographic

Templates that can be use to inspire, remind and inform people.







What you can do with the  
**1274 TEMPLATES**

**INFORMATIVE**  
Templates to educate your followers and give the information that they need

chart, infographic, step to step, inspiration, tricks, tips hack, and variative lessons

**ENGAGING**  
Templates to get closer with your followers and make a loyal community

reminder, notification, gameplay, entertainment, podcast, and motivational

**ATTRACTING**  
Templates to gain new customer and monetize your product & services

course invitation, call to action, photo collage, product and service introduction

**PROMOTING**  
Templates to increase revenue from the current & upcoming clients

promotion, giveaway, discount, package offer, testimonials, and Q&A about the product service

## Intuitive Eating for Beginners

TIPS AND TRICKS  
@yourbrandhere

FREE DOWNLOADABLE WORKBOOK

Drinks that do not Break a fast

LEARN MORE

@yourbrandhere

Canva

## FLEXIBLY EDITABLE

- Easily Change Text to Your own words
- Place your images to the space given
- All elements shape are color editable
- Illustration icon are specially made but
- You can replace it with canva's item

YAAS!!  
AN IG TV NEW EPISODE OUT NOW

YAAS!!  
AN IG TV NEW EPISODE OUT NOW

SET THE SUPPORT YOU NEED!

## Live a life Beyond Food Obsession

SEND A CONSULT WITH US TODAY

@yourbrandhere

SOCIAL MEDIA  
GUIDE + PLANNER

WWW.YOURWEBSITEHERE.COM

@yourbrandhere

## PICK YOUR

GOAL

ASK ME

SHOUTOUT

THOUGHTS

LINKS

MOD

home TOUR

ART

thebatterandco

The Batter & Co. 228 Posts 4,515 Followers 7,428 Following

TB&Co. | Baking Supplies  
Shopping & Retail  
We help entrepreneurs earn more profit by providing affordable yet quality supplies  
Baking and Beverage Supplies • Franchiser  
SHOP HERE  
thebatterandco.com/pages/links

BLOG ASK ME SHOUTOUT THOUGHTS

## PODCAST

SHOWCASE YOUR UPCOMING PODCAST EPISODE

## GOOD MORNING

8:30  
BRANDING ONLINE TALK

8:30  
CREATE A WEEKLY SCHEDULE

201 modern templates in  
**3 SIZES**  
for your instagram post, story, and pinterest.  
A total of 603 templates

PINTEREST POST 1200 x 1800 px

INSTAGRAM STORY 1080 x 1920 px

INSTAGRAM POST 1200 x 1200 px





# Photography & Edits



# Memory Lane

Welcome to the dark side!

On this part of my portfolio, I will showcase my photographs and editing present on Adobe Lightroom throughout the years. Enjoy!





# Chinatown

A place in the philippines where most of the people are Chinese.





# Chinatown

A place in the philippines where most of the people are Chinese.







▼ Light

Exposure + 0.79

Contrast + 43

Highlights + 16

Shadows + 7

Whites + 41

Blacks - 44

Curve

Color Mixer

Adjust Saturation ▼

Red 0

Orange 0

Yellow 0

Green - 37

Aqua - 23

Blue 0

Purple 0

Magenta 0

▼ Effects

Texture 0

Clarity 0

Dehaze 0

Vignette - 7

Grain 10

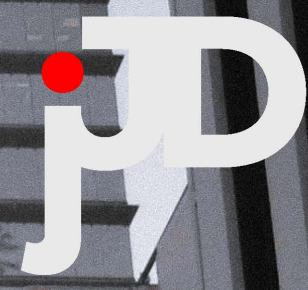




# HongKong

Street photography when  
we're strolling Hong Kong





Exposure - 0.19

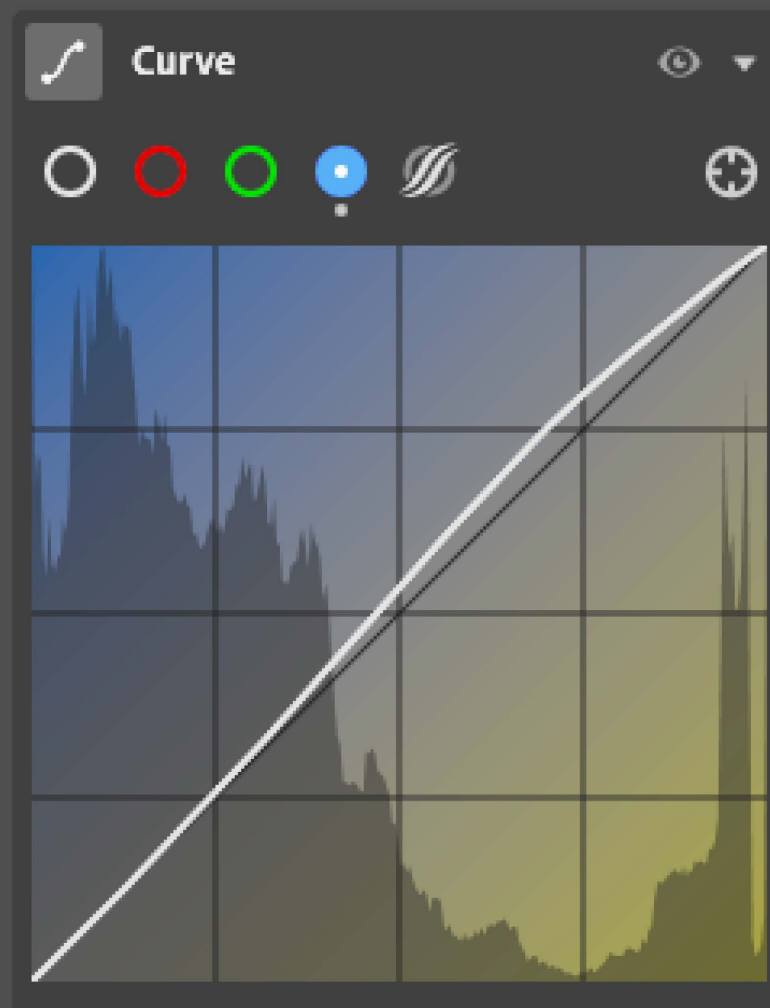
Contrast + 26

Highlights + 23

Shadows - 22

Whites + 34

Blacks - 21



Color Mixer

Adjust Saturation

Red + 100

Orange + 83

Yellow + 66

Green - 100

Aqua - 71

Blue - 100

Purple - 59

Magenta 0

Effects

Texture 0

Clarity 0

Dehaze 0

Vignette - 17

Grain 20

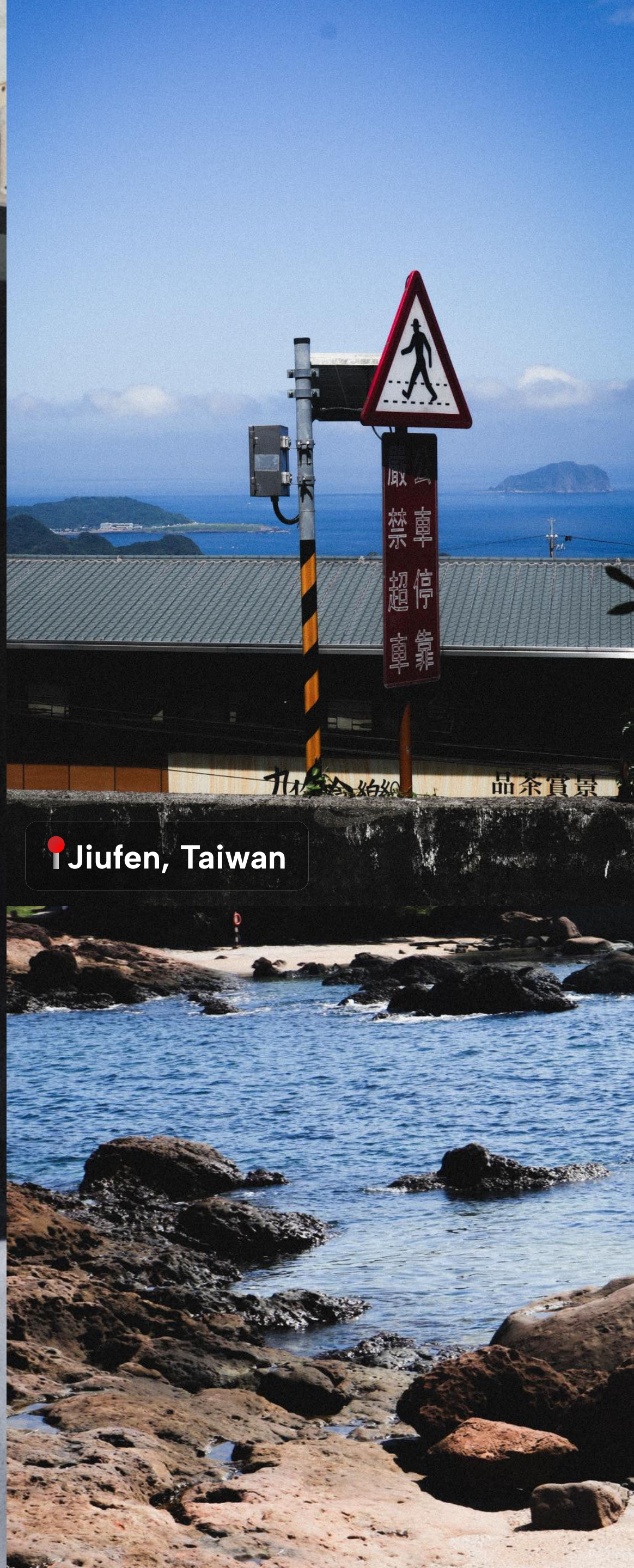






i Singapore

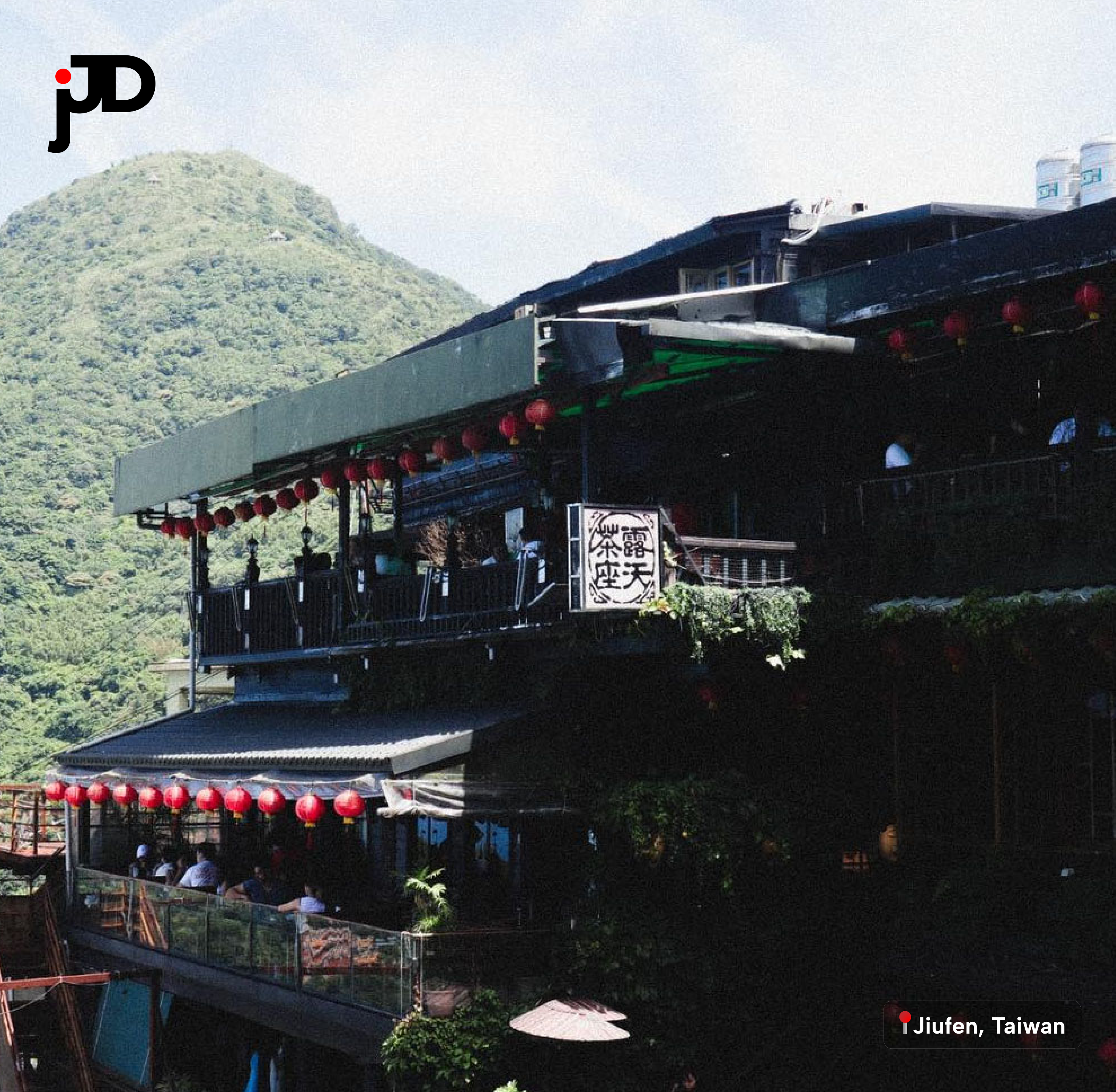




📍 Jiufen, Taiwan







📍 Jiufen, Taiwan







▼ Light

Exposure 0

Contrast 0

Highlights 0

Shadows 0

Whites +35

Blacks -8

▼ Color

White Balance As Shot

Temp 0

Tint 0

Vibrance +15

Saturation -8

Color Mixer

Adjust Saturation

Red -8

Orange -9

Yellow -16

Green -20

Aqua -25

Blue -33

Purple -42

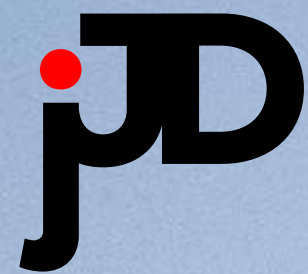
Magenta -48


Vignette -10

Grain 24







 Pantabangan, Nueva Ecija







**Photo Retouch**

A sample of editing the skin.

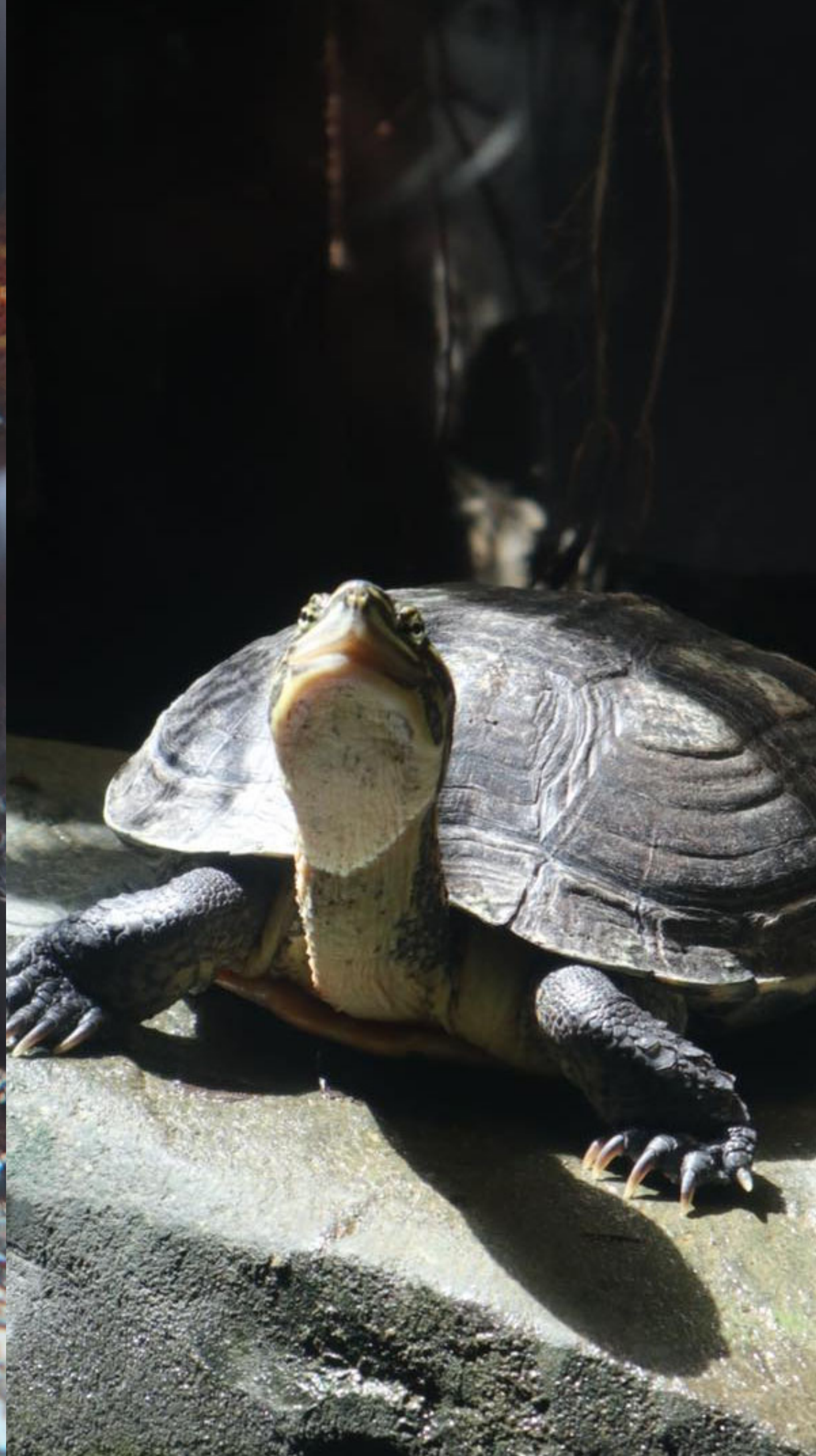




















# Vector & Digital Art



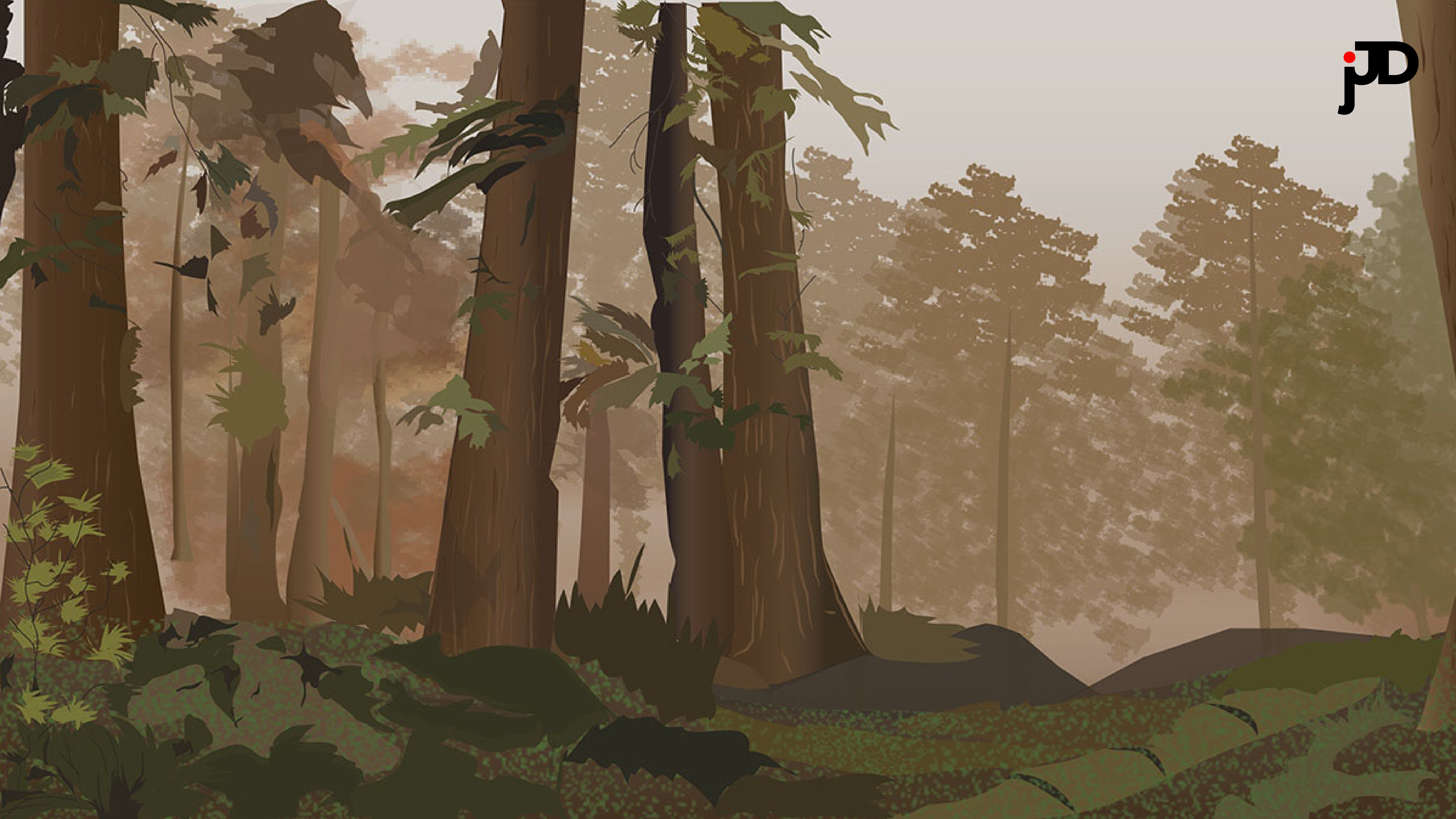


## Far Cry Inspired

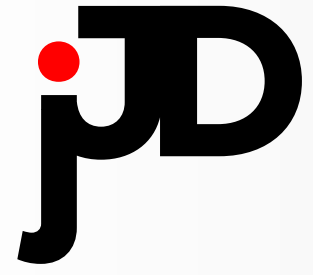
A vector art that resembles Far Cry 5, I was really into survival games and I love nature in general. Far Cry 5 inspired me to do this.











## Sleeping Bride

This is a own character design that I made as a representation of arrange marriage, that parents shuts off their daughter's mouth and who has no choice but to turn a blind eye for her own parent's greed and reputation.







## Cancer Princess

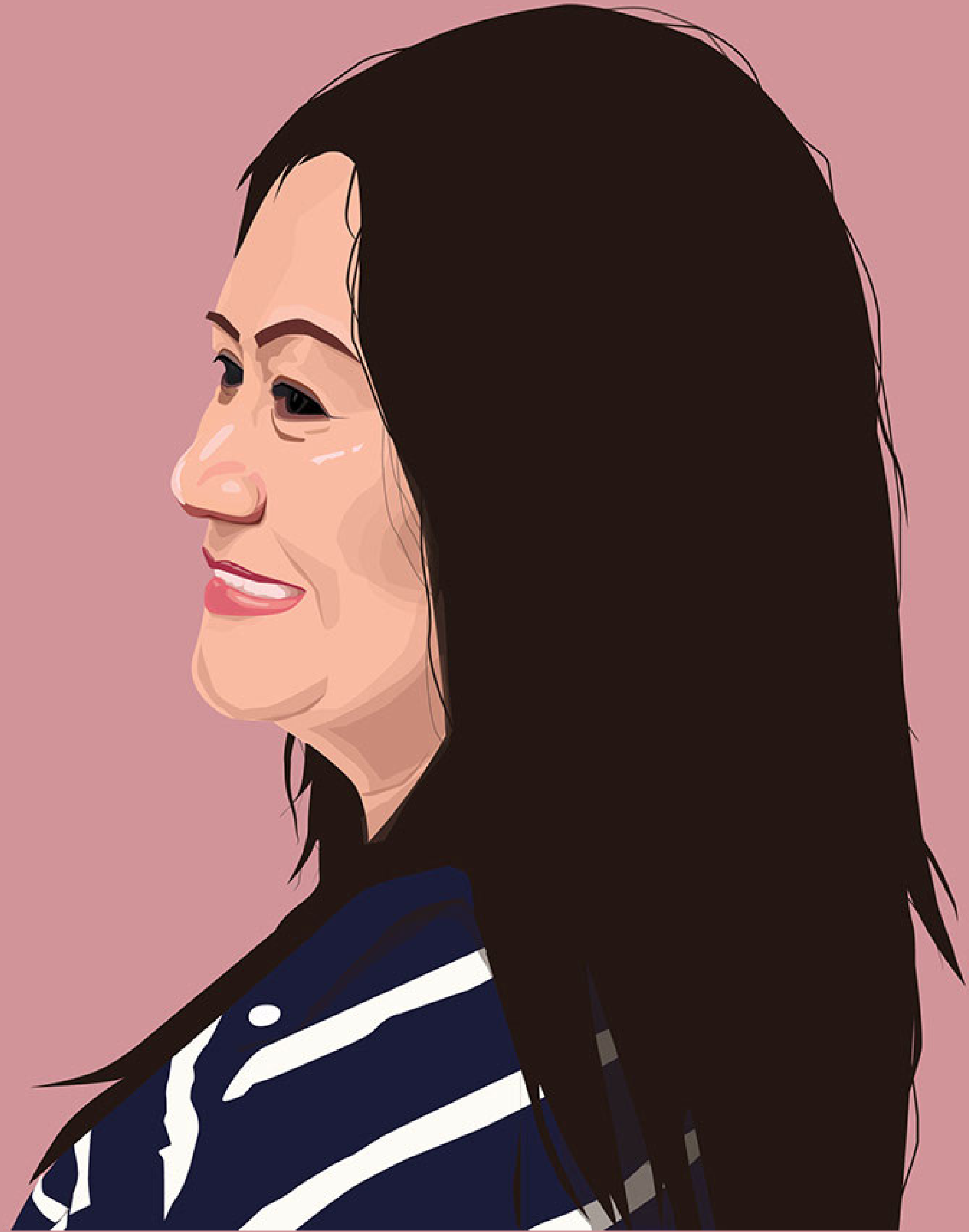
A zodiac character that I made to represent myself as a person born in the month of July.

Ai

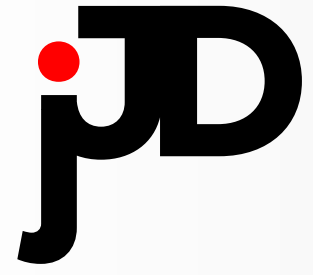


# For Mom

This is my gift to my mom on Mother's Day before, a more detailed and layered vector art of a person.

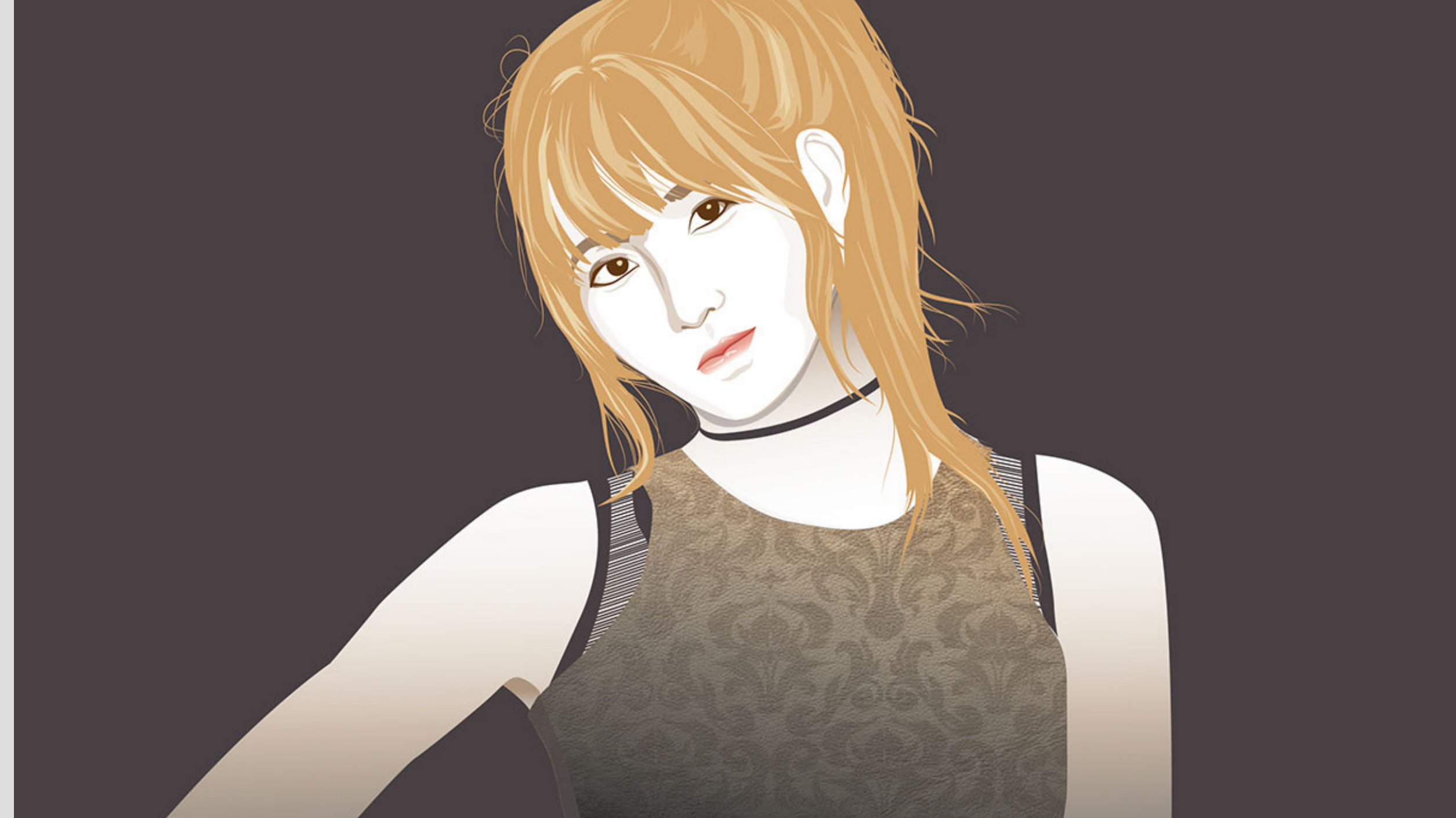






## Are you a Kpop Fan?

Twice Momo and Dahyun are one of my few vector art of Kpop Idols that I stan.





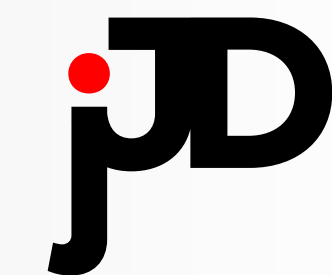








08/01/ww

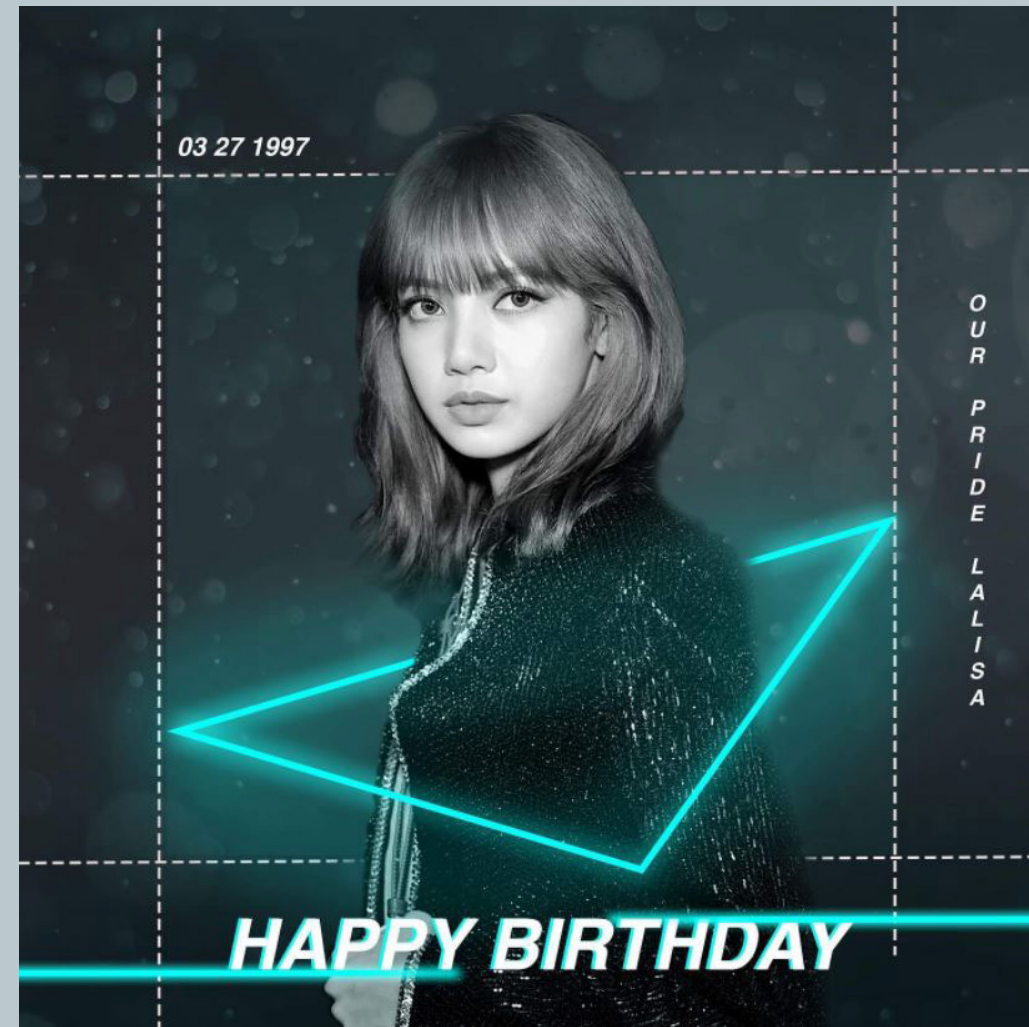
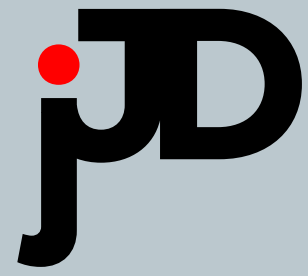


## Park Jimin

Portrait of Park Jimin of BTS that I took in one of his magazine shoot.







# Lalisa

A birthday promotion I made for Lisa as my ultimate bias in Kpop.





# Fast Sketch

This are a digital sketching that I made, more or less 30 minutes.

Fr







## Playground

A movie poster that I made with my nephew, he said he wanted to look like he was in a war like what he saw in 'Maze Runner: The Scorch Trials'







PD

original



# Videôgraphy





## Simple Vlog

I love doing a simple vlog with my family whenever we gather together like going to the nearby river or picnic grounds just simply enjoying our time together.



Original Post:

[https://drive.google.com/file/d/17gbesfqFN5kMyAR5sR9uL\\_p-Gy25yyzn2/view?usp=sharing](https://drive.google.com/file/d/17gbesfqFN5kMyAR5sR9uL_p-Gy25yyzn2/view?usp=sharing)



# HIKING

HIKING is a 10 minute documentary film about hiking. This hike was taken place at Mount Daraitan in the province of Rizal, Philippines. It tackles why many people does hiking, and these good hearted people that we interviewed showed us that it is not about hiking but hiking for a cause to help people on the isolated part of the Philippines that are mostly struck by calamities. They organize a group of invdividuals to accumulate donation for those people in need whenever it is typhoon season.

I would love showcase my ability to multi task from going to an adventure while directing a documentary film for our Documentary class back on my previous University. Unfortunately after my last laptop died this 2 minutes video is the only thing that I retrieved.



Watch Video Here:

<https://drive.google.com/file/d/1cQqN0I9ryCDrqkfEb-dz1D56TiRhCEGjy/view?usp=sharing>





## #RoadToPICC

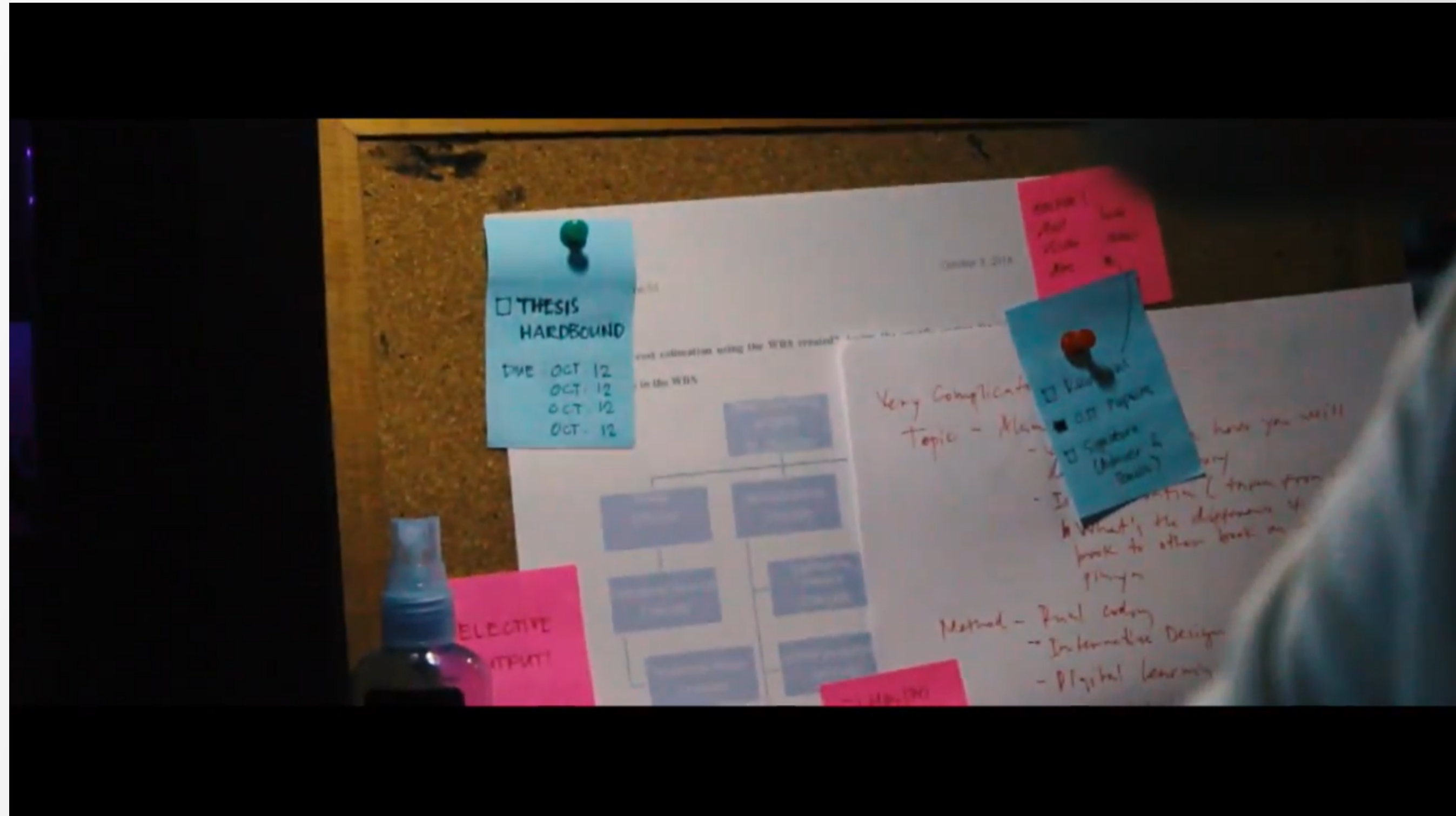
#RoadToPICC is a short film that tackles about a desperate student wanting to Graduate. PICC is where most of the student graduate in the Philippines, and we call it "Road to PICC", to manifest our nearing graduation.

From the short film, a female graduating student is experiencing stress, sleep deprived, and has anxiety because her thesis defense is right around the corner and she haven't finished it yet. Awoken from her sleep, she had missed her defense and was deemed to graduate not until she got up for the second time to realize it was all a bad dream.



Watch Video Here:

[https://drive.google.com/file/d/1xCzaB-tBbBeoVDUpFJtfwz-tzIYs5v6\\_m/view?usp=sharing](https://drive.google.com/file/d/1xCzaB-tBbBeoVDUpFJtfwz-tzIYs5v6_m/view?usp=sharing)







## Tom Heinz

#ItHasToBeHeinz is a teaser to introduce Heinz very own mascot named “Tom Heinz”. Take note that this Heinz Commercial Ad is only available in the Philippines.

I may not be the director of this commercial ads, but I am one of the creative team that made this ad possible. I am involved most of the production process such as: script, settings, storyboarding, and studio production.

15 Seconds Commercial Ad:

<https://fb.watch/q8WEwqw2AF/>

30 Seconds Commercial Ad:

<https://fb.watch/q8WE1KNrTg/>



# TikTok!

I know people nowadays are obsessed with this app, and so do I. A simple way to showcase my ability to take videos is my tiktok page.

I've been doing this simple things of capturing moments and creating small memories with people that I love for forever. I express my emotions through videos, may it be happy, sad, new adventures that I yet to discover is all on this page.

Take time to appreciate video logs on my tiktok page. On the side is my QR code for you to review. Thank you!

