

2024 portfolio

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The Artist



Hi I'm Jan!

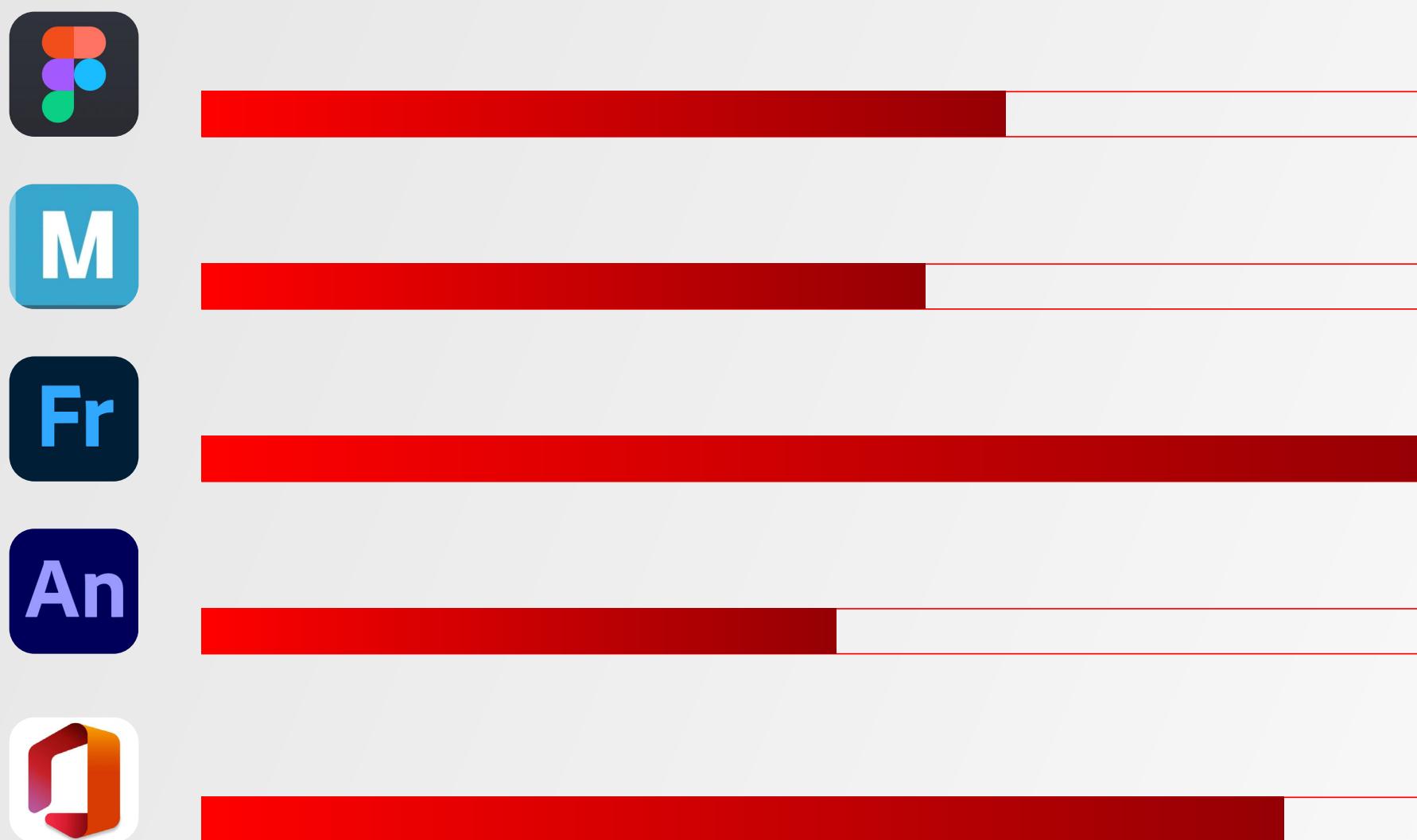
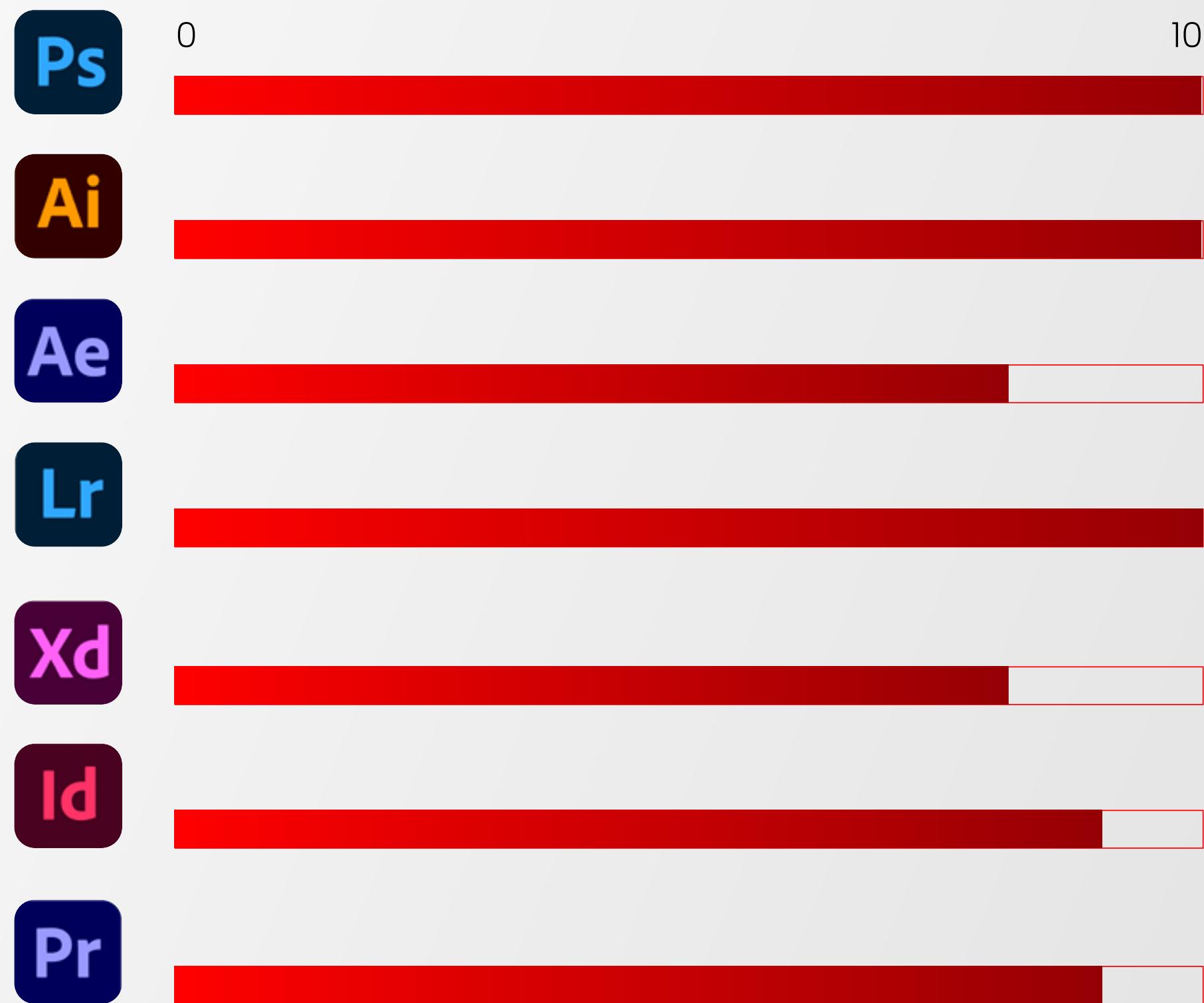
I am a multimedia designer

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

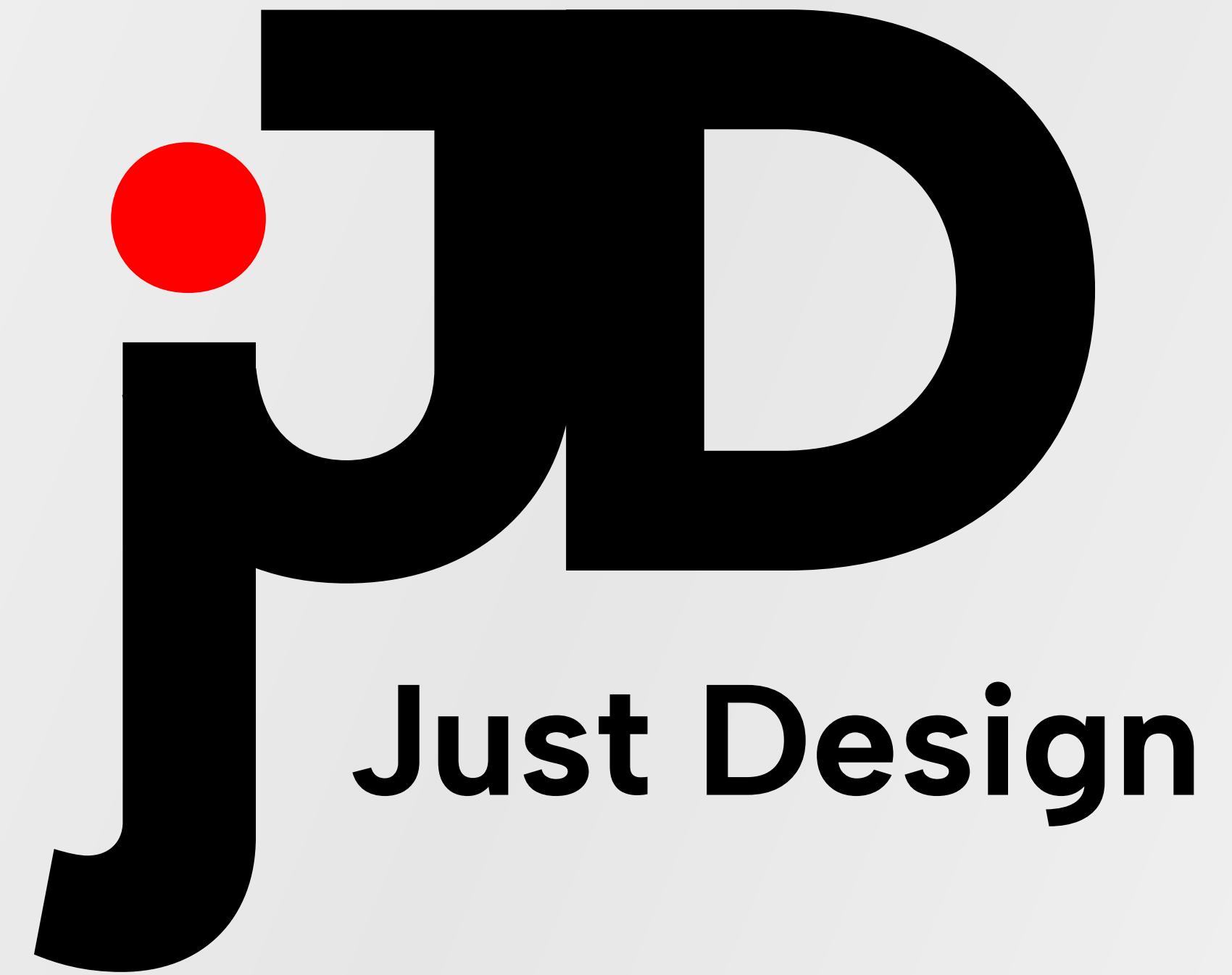
Achievements

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!

Enjoy!

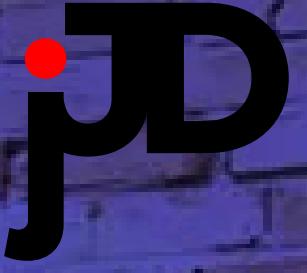
JP

3D Art

Mad Scientist Pt. 1

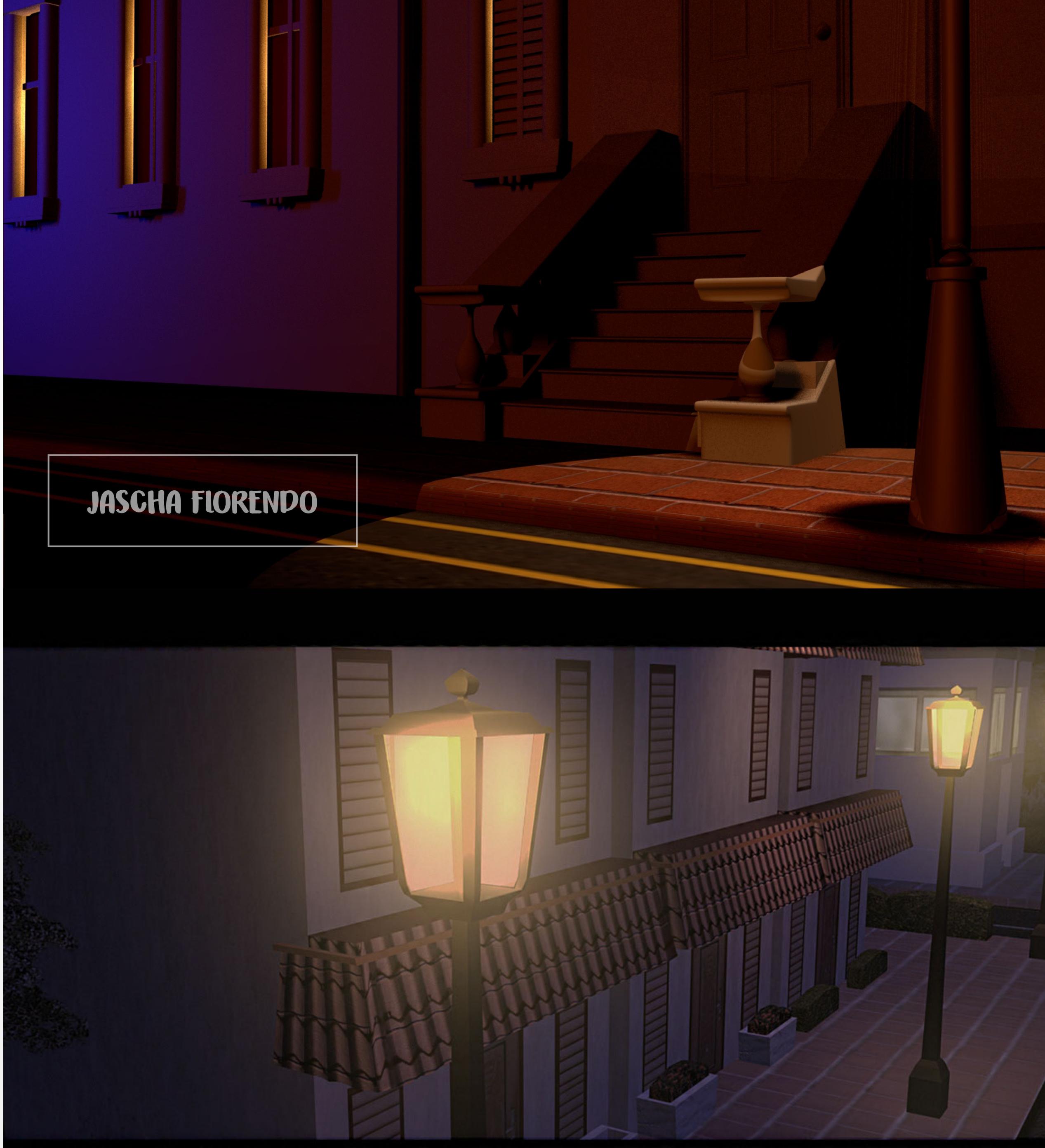
The story behind this is pieces of art is to make the people who sees it differentiate the use of light illumination to how others describe an inventor, you will see on the upper part, the color is calm, neat, and normal that you will believe that the scientist who owned is just a normal person.





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 became 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

M
AYA

Condo Life

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



JASCHA FLORENDO

Ad Pr^ésentation

A woman with dark hair tied back, wearing a white robe, is holding a white facial mask with orange heart-shaped cutouts for the eyes and mouth. She is looking directly at the camera with a slight smile. The background is a blue gradient with a decorative pattern of white lines and dots.

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

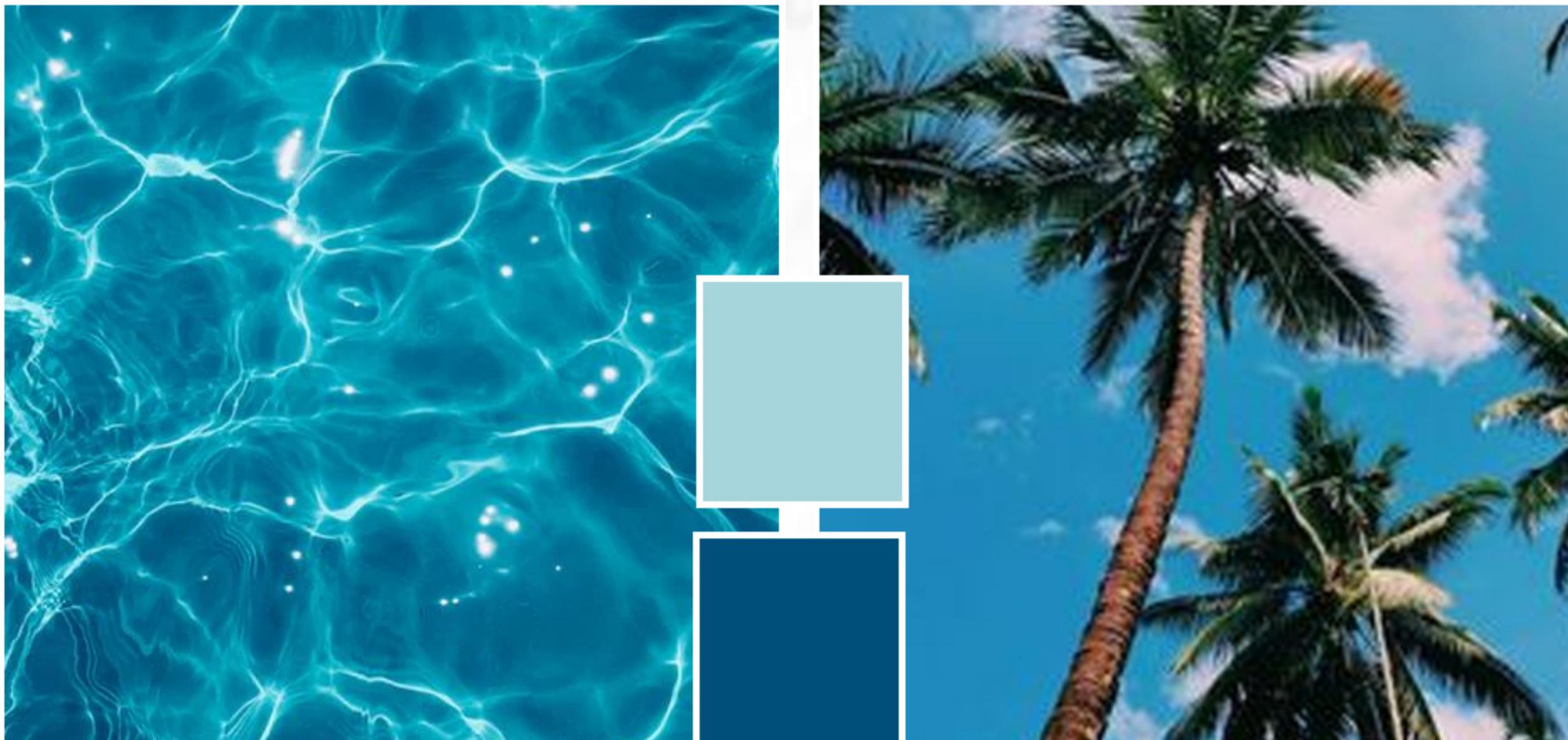
- Anti-Aging/ Anti-Wrinkles
- Improve skin firmness
- Skin cell renewal and repair
- Increases skin hydration



A close-up photograph of a Aloe Vera plant, showing its thick, fleshy, light green leaves with small, dark, serrated edges. The leaves are arranged in a rosette pattern, with some overlapping in the background.

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



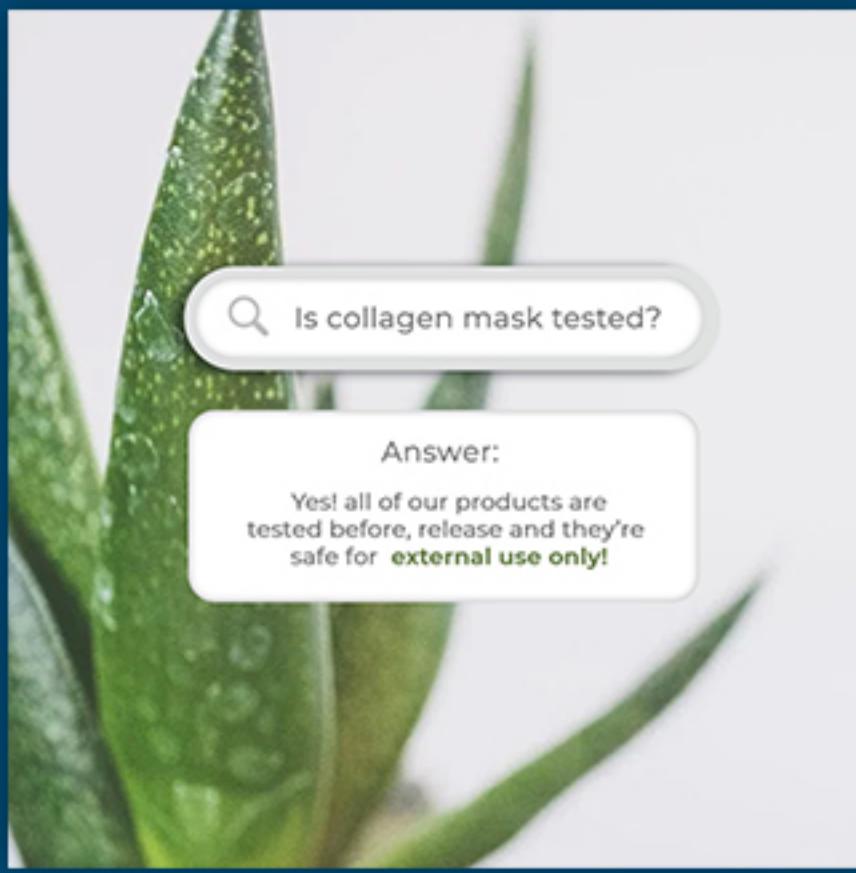
INSTAGRAM STORIES

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.



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BY GOOGLE DRIVE LINK



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.

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BY GOOGLE DRIVE LINK



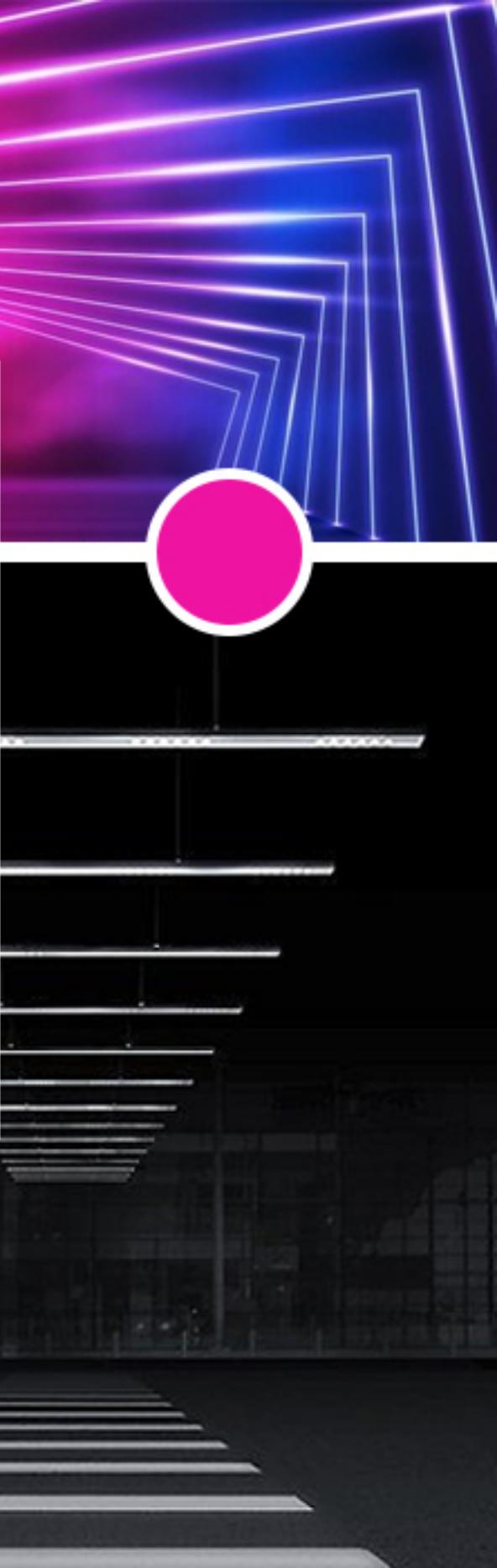
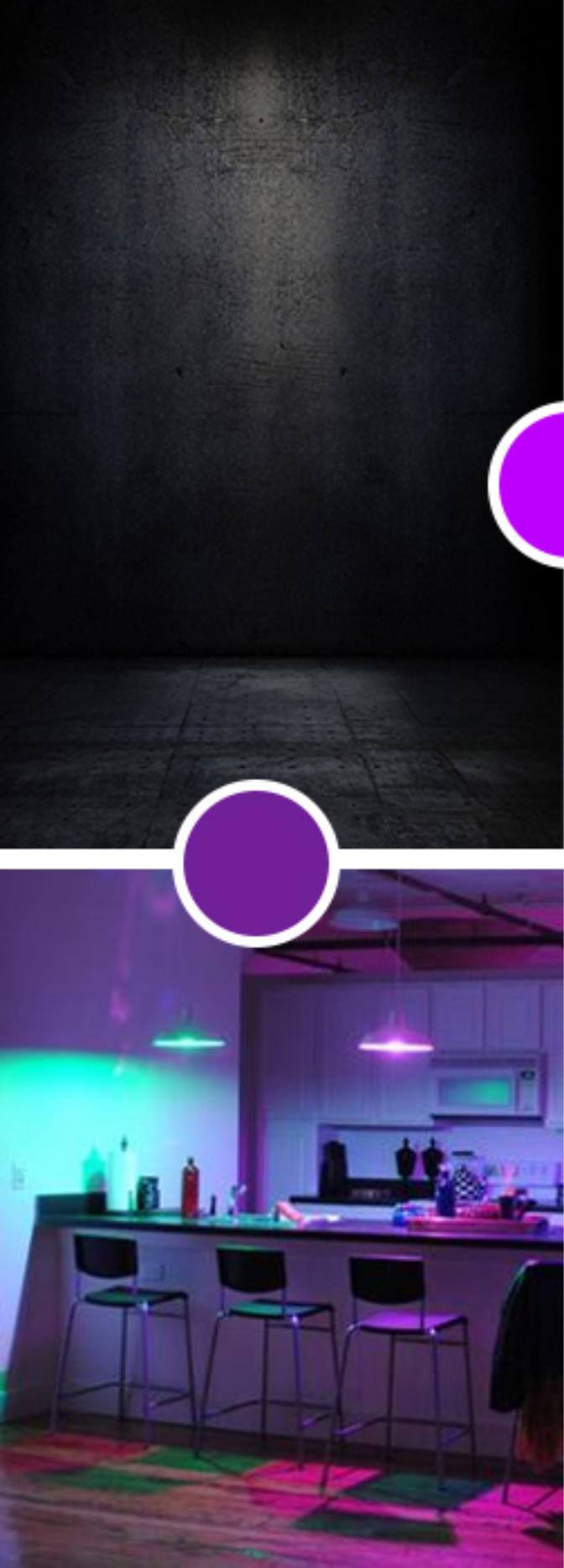
THANK YOU!

SOCIAL MEDIA CAMPAIGN

for Liverpool v Manchester United

JAN JASCHA C. FLORENDO





#712098

#BD00FD

#1C1D21

#EB4EFC

#EE14A2

Main

Orbitron

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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

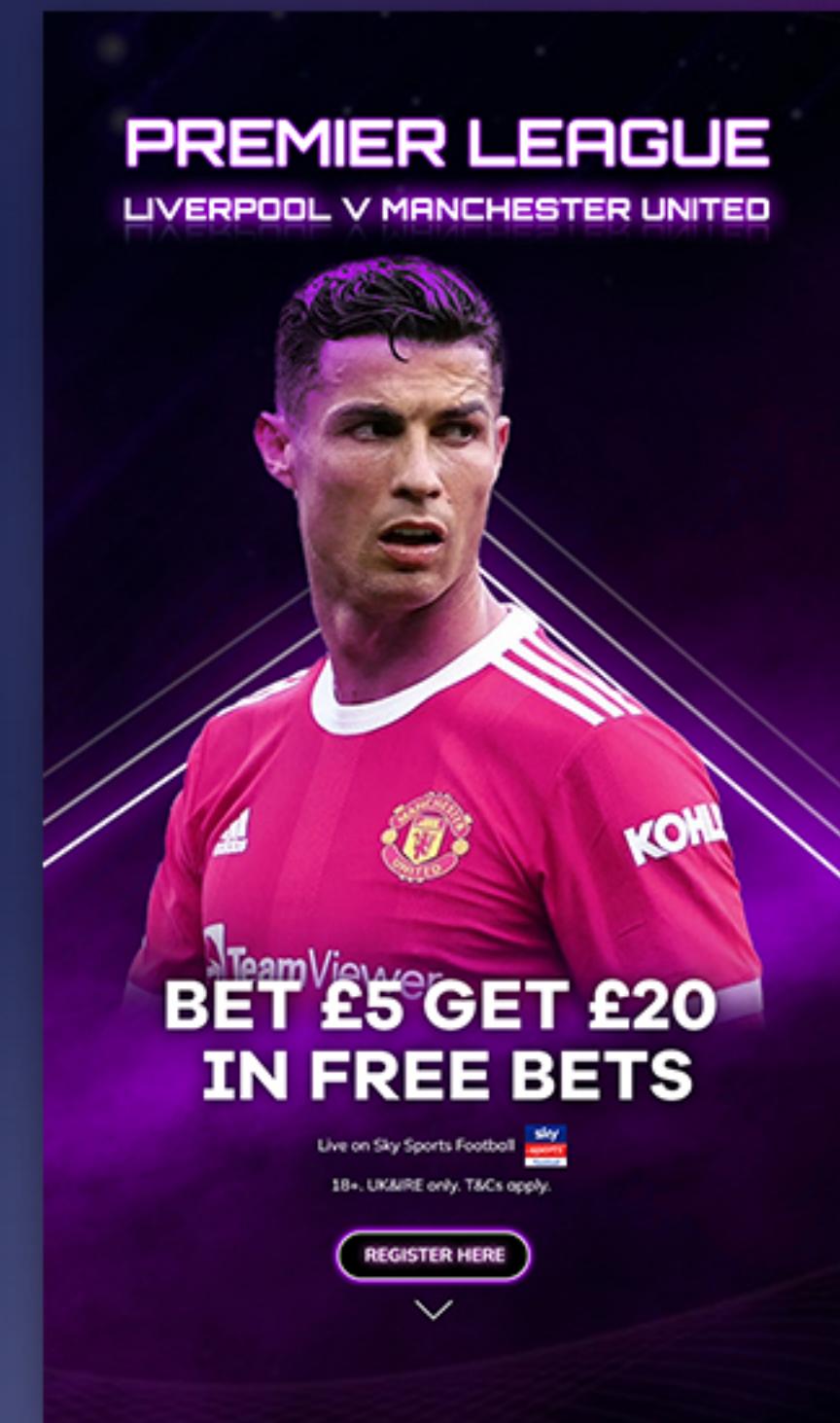
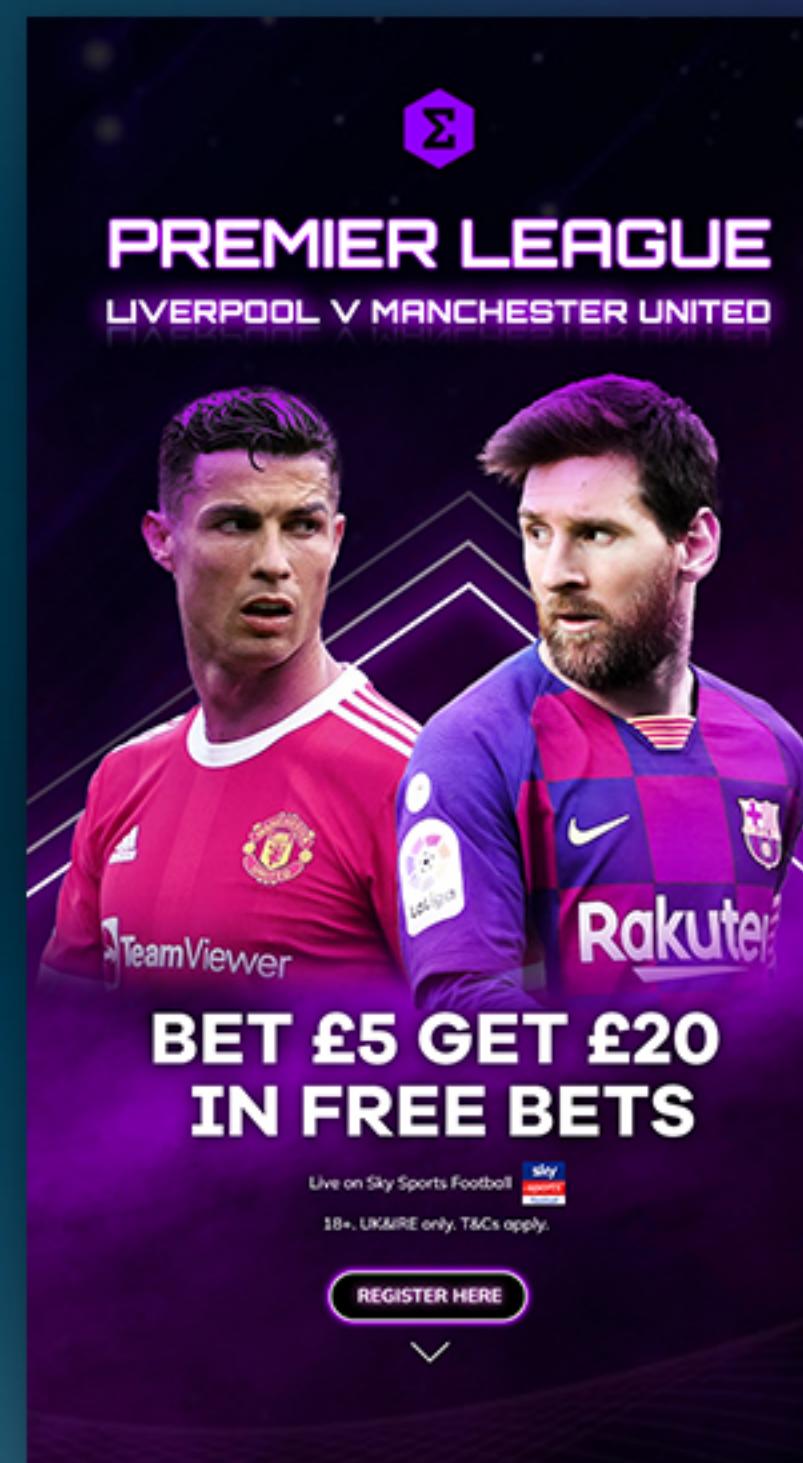
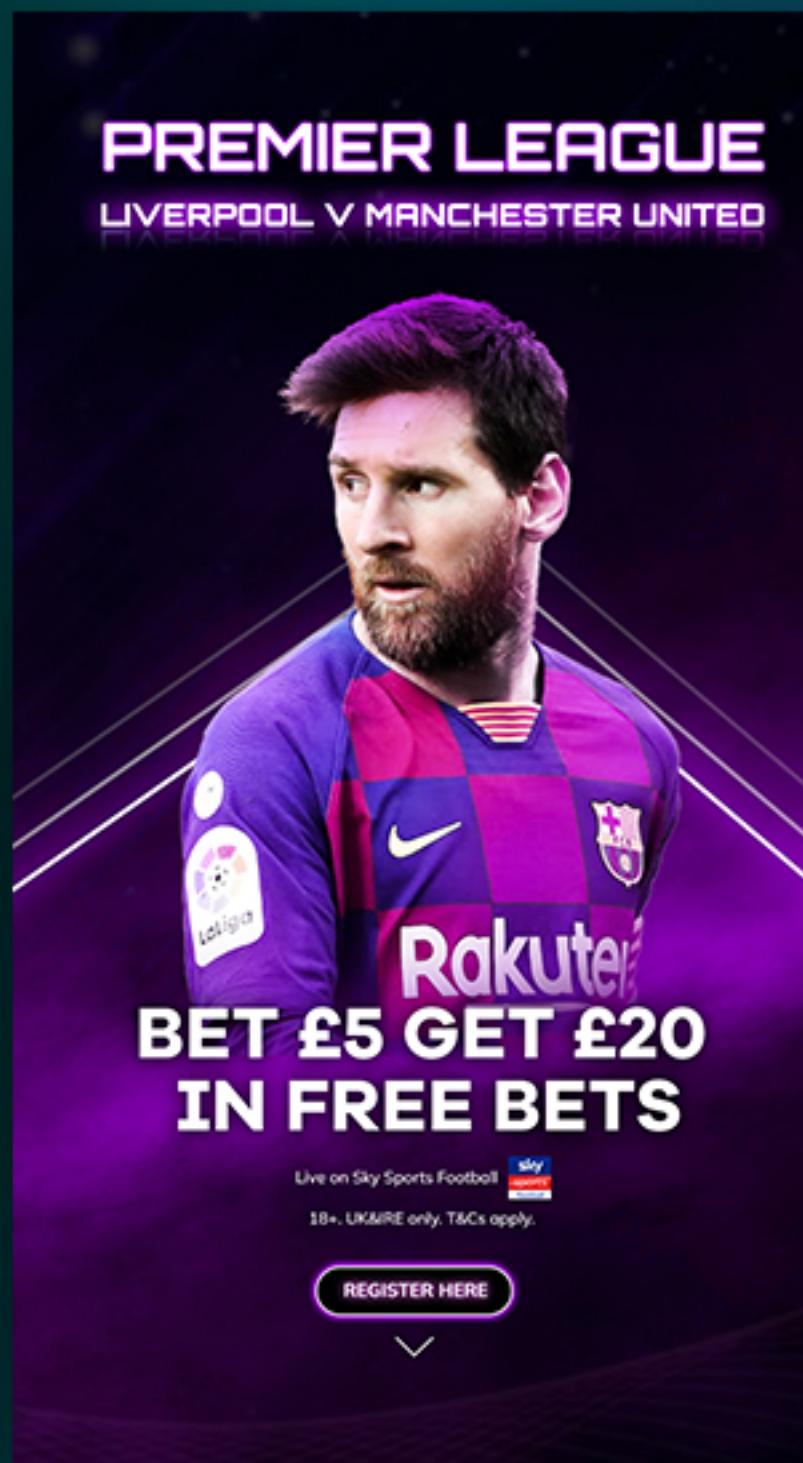
Instagram Story

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





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



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PREMIER LEAGUE LIVERPOOL V MANCHESTER UNITED



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IN FREE BETS**

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

Branding

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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.



Retrò 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

JP



Retro Metro

Our second design

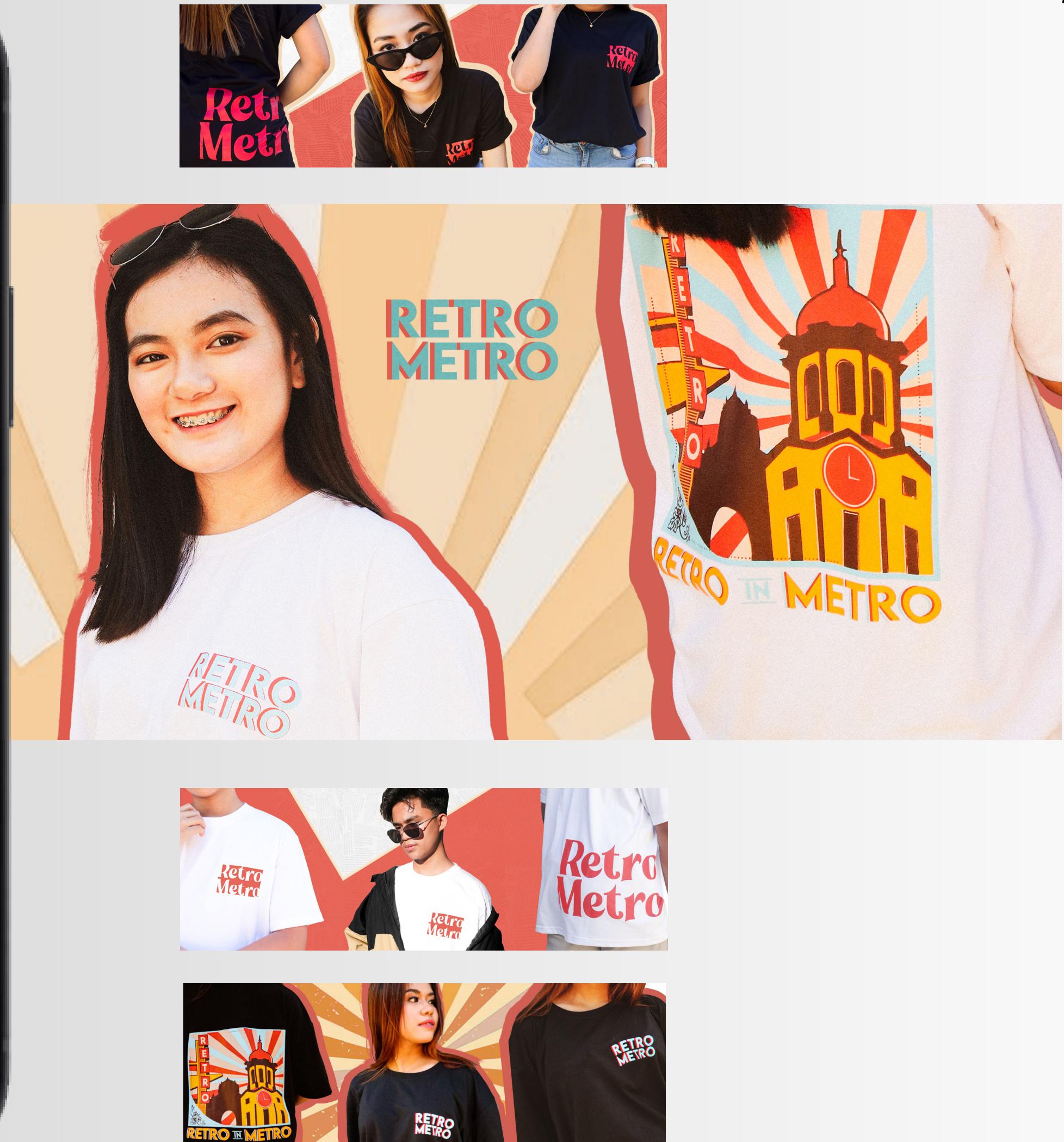
A Vintage theme of a retro retro am-
bience and masked within it is a
newspaper texture.

Retro Metro



Instagram Posts

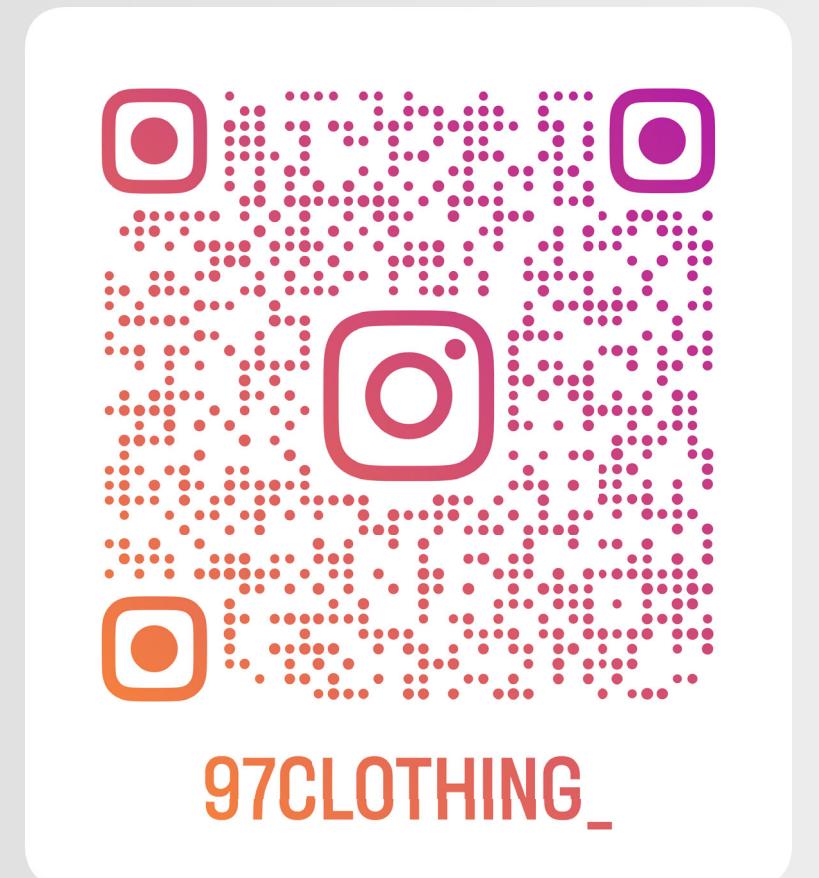
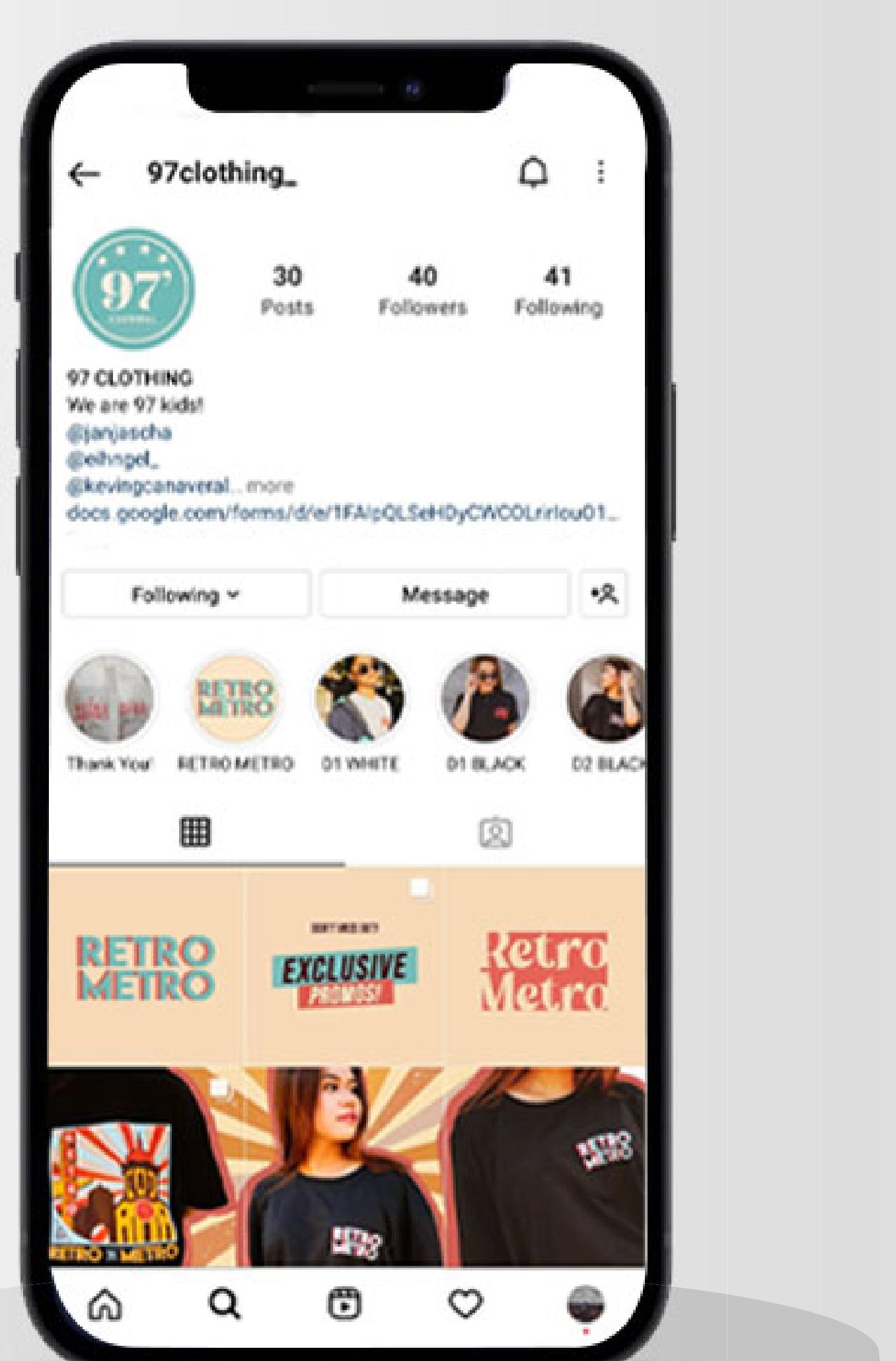
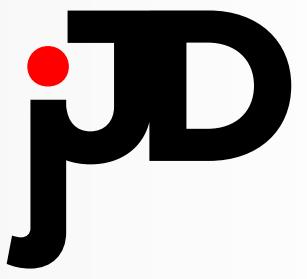
I managed all our Social Media Accounts with including Instagram. I designed our feed in a **carousel-like pattern** in multiple photos that give viewers an illusion of continuity as they scroll the post.





Retro Metro

Paper Bag Mock up



97CLOTHING_

Visit us for more details

Christine's
Pastries



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.



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



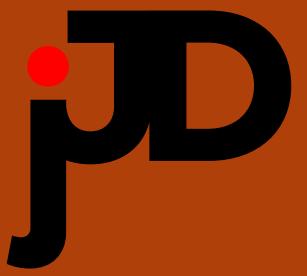
#FFFABA



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

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Editable Canva Template

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

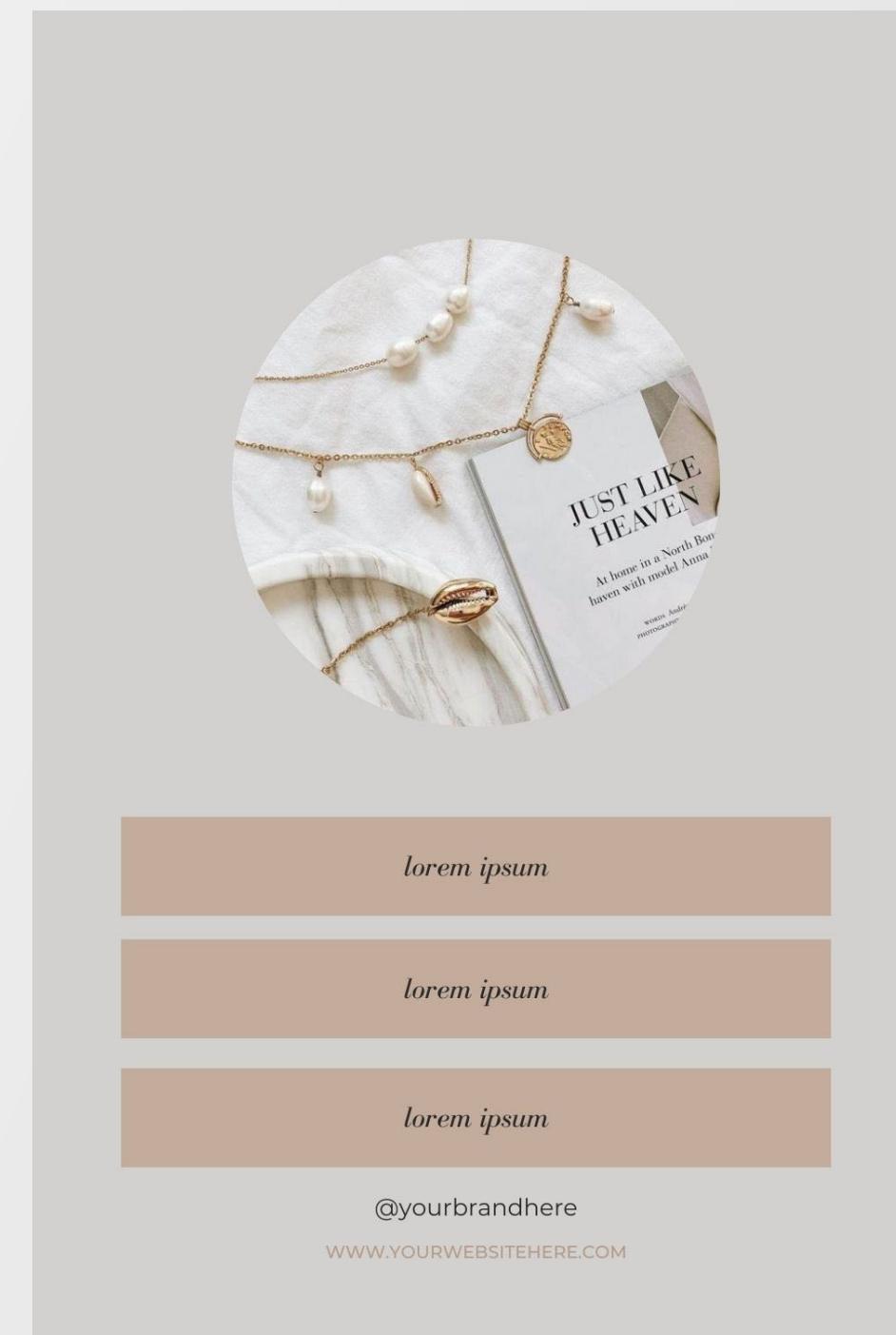
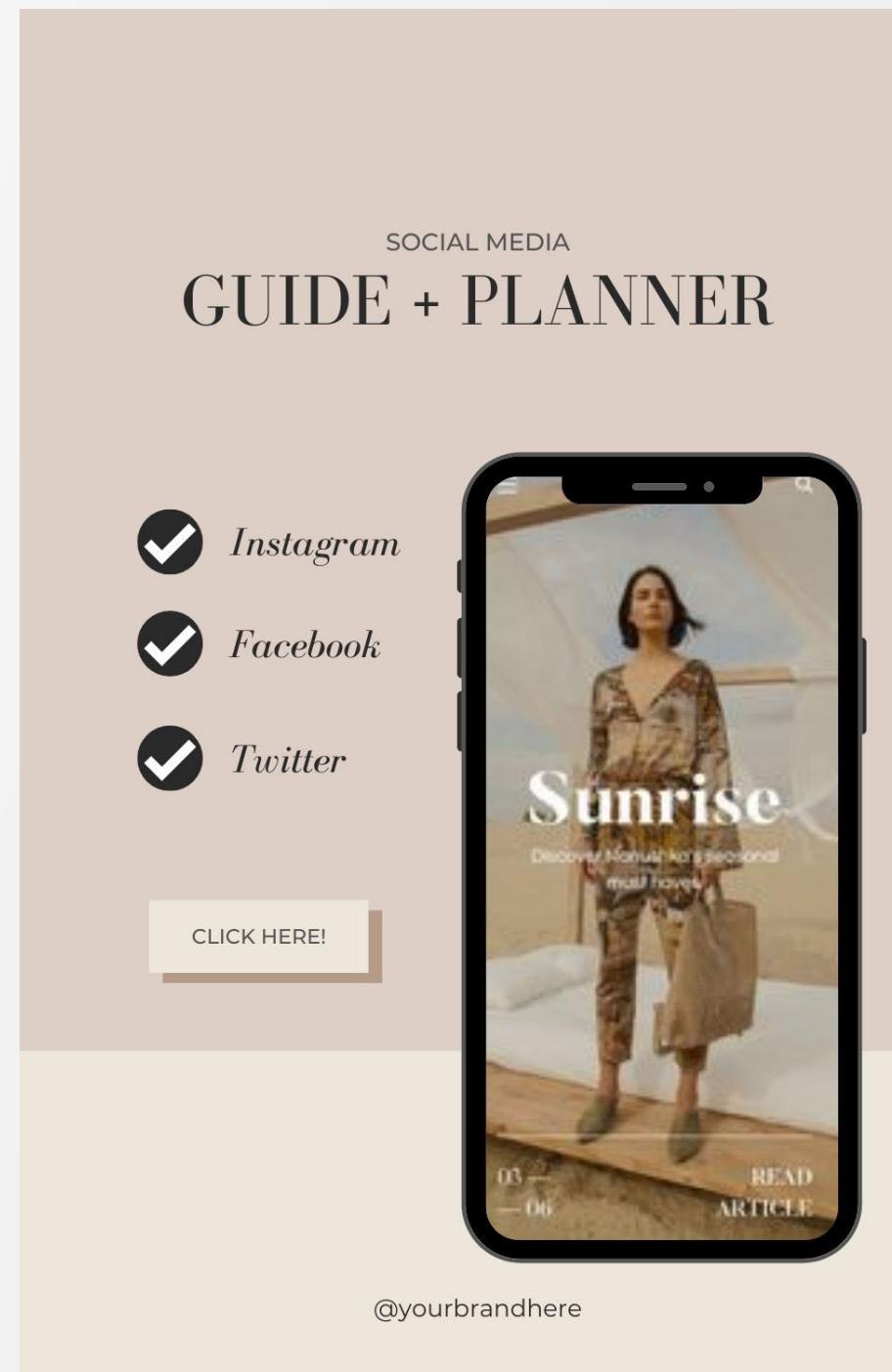


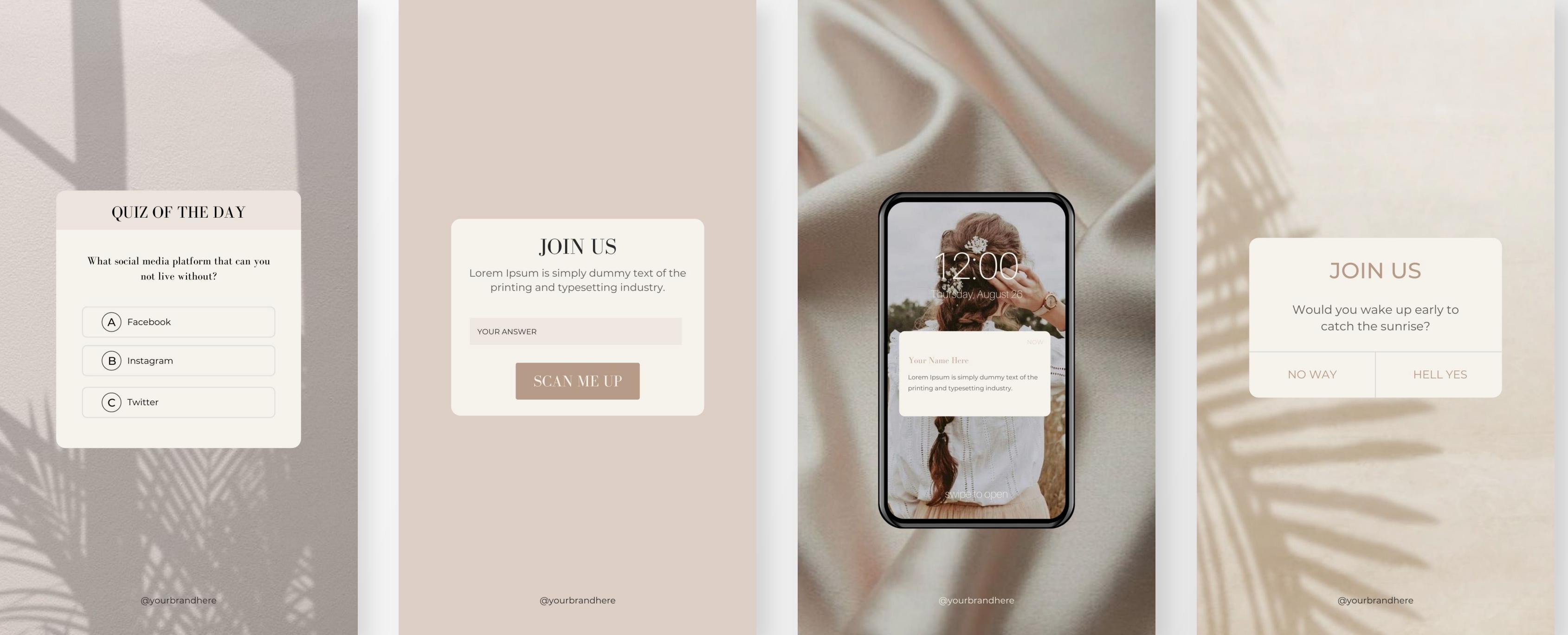
20
Powerful
Coaching
Questions

Lorem ipsum is simply
dummy text

@yourbrandhere

v.website.com





Engagement

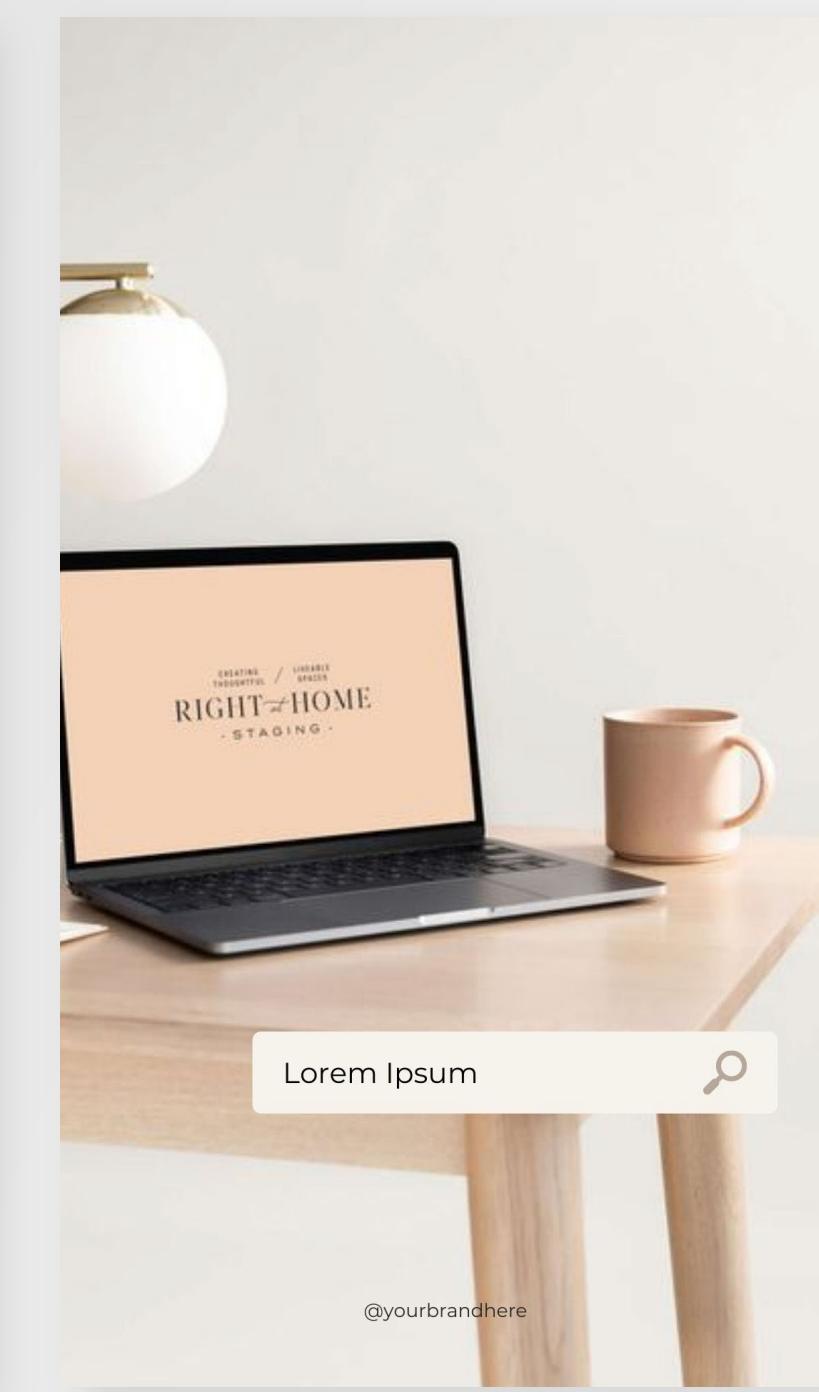
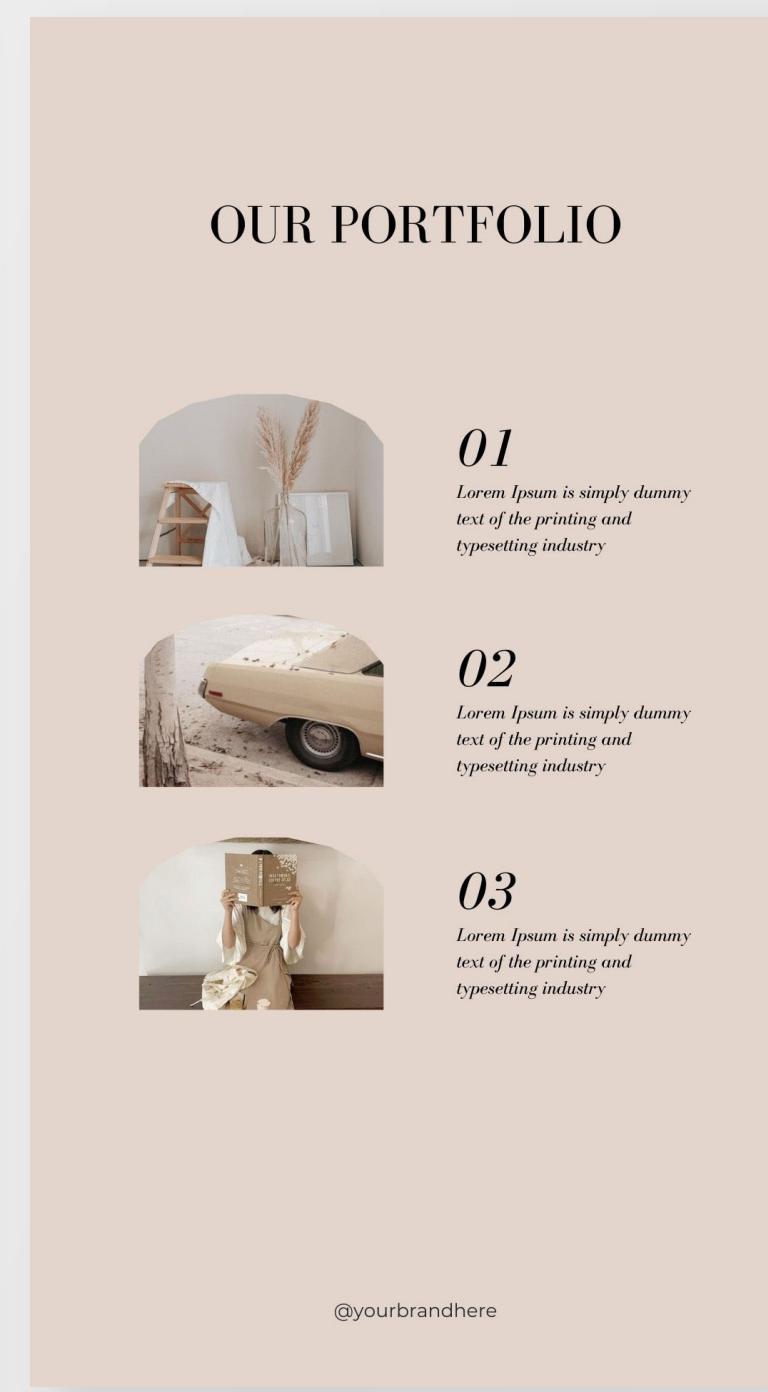
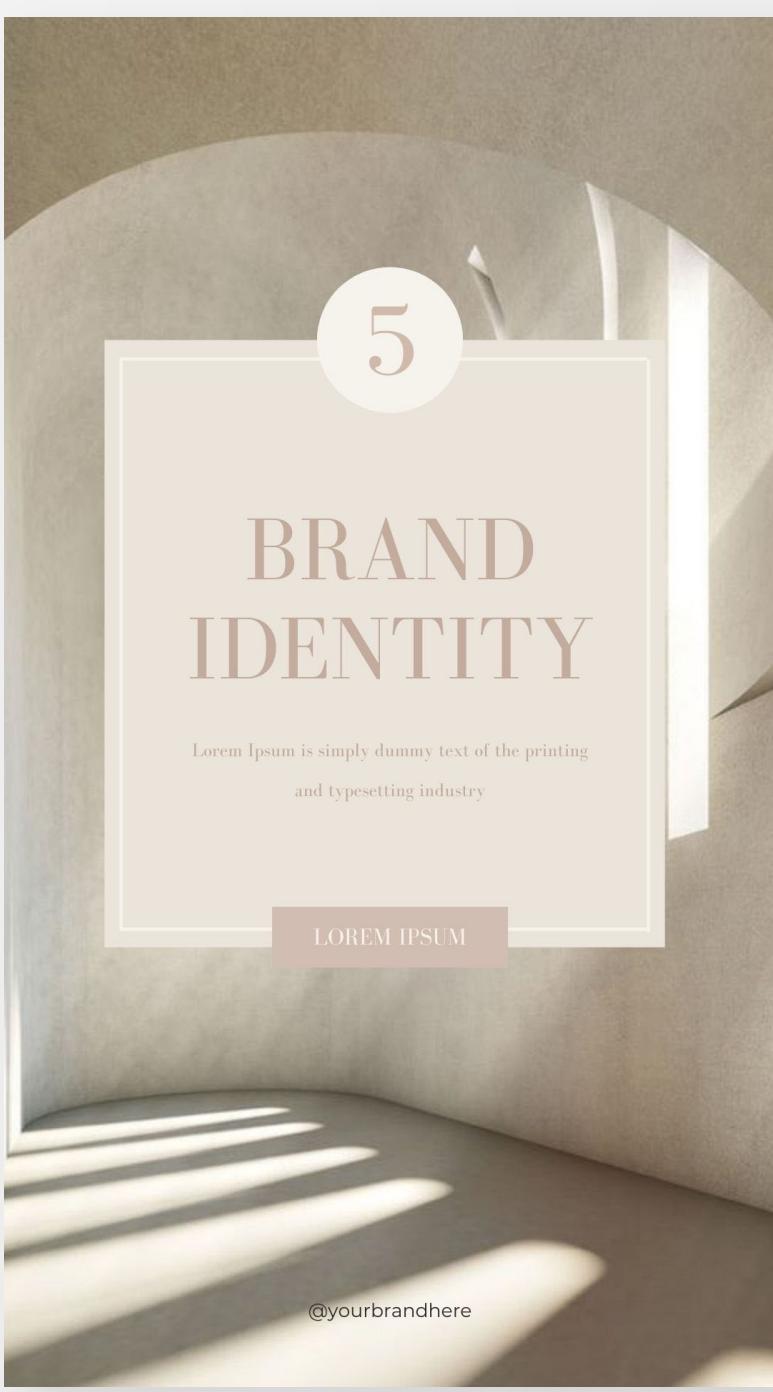
Instagram story that engage with audience to catch their attention.



PLACE YOUR
QUESTION HERE

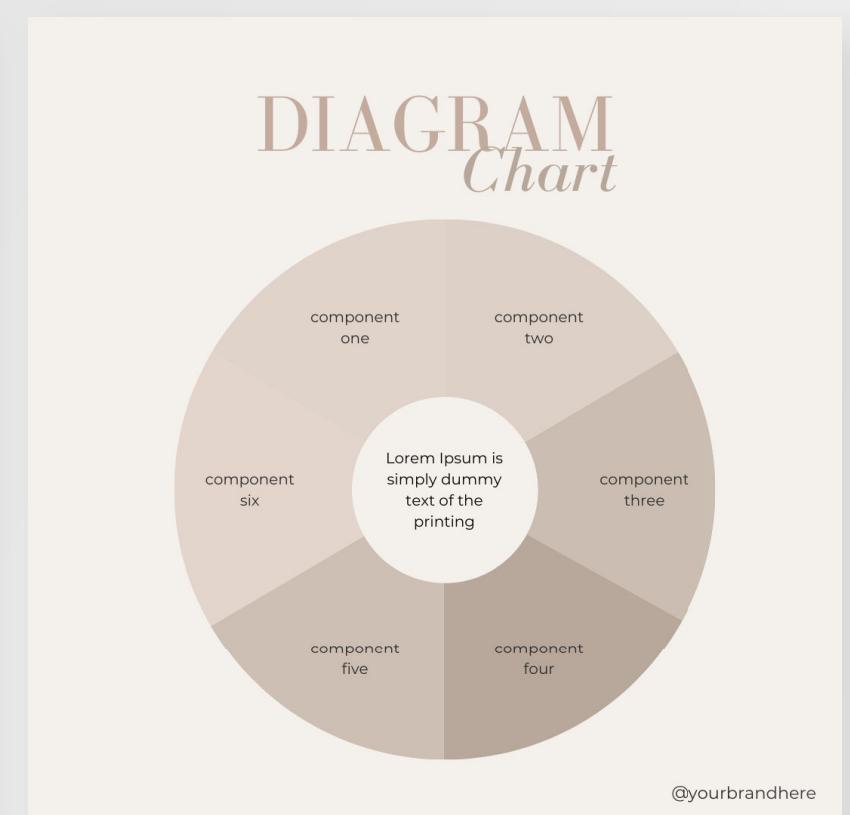
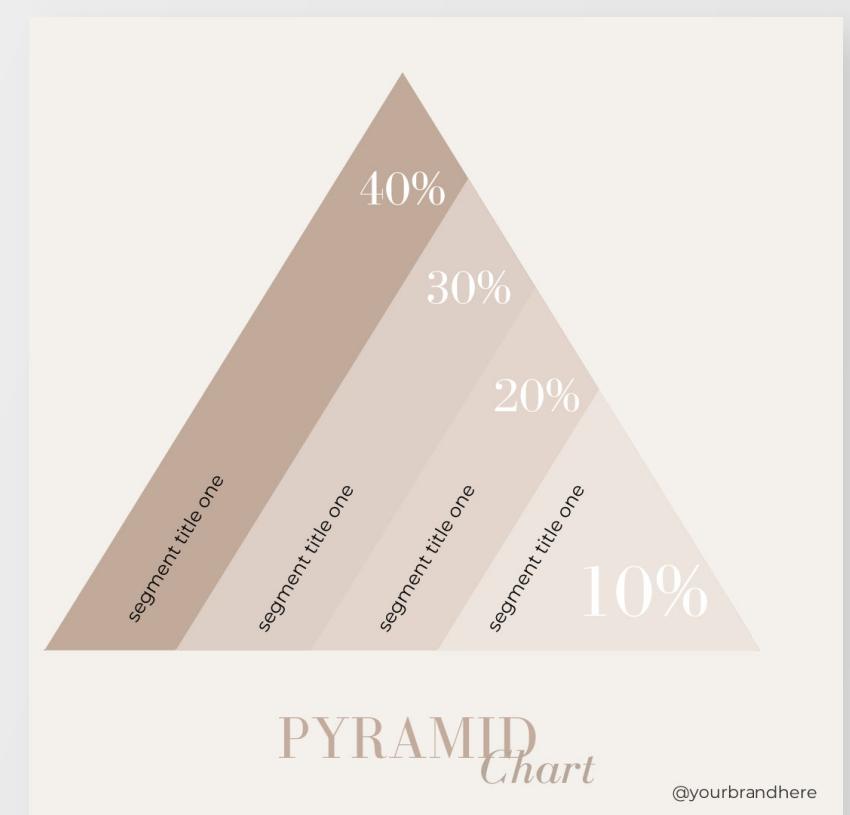
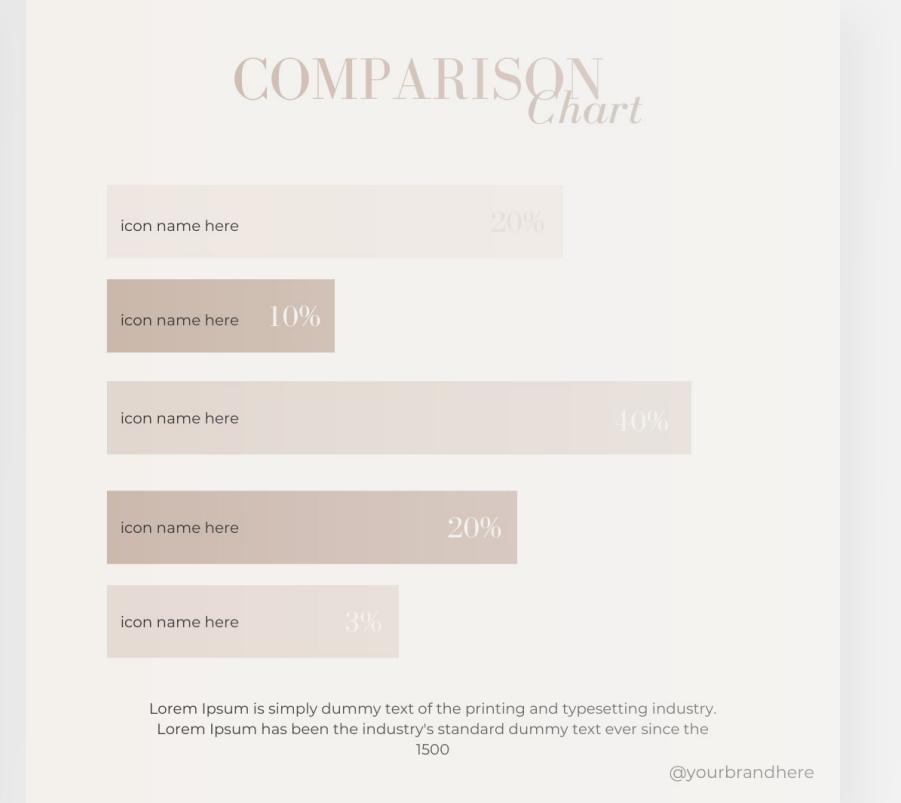
Our actions and decisions today will shape the way we will be living in the future. Our actions and decisions today will shape the way we will be living in the future. Our actions and decisions today will shape the way we will be living in the future. Our actions and decisions today will shape the way we will be living in the future.

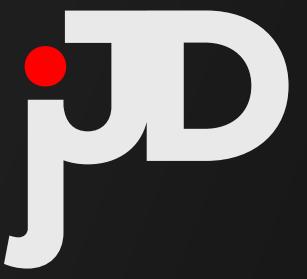
@yourbrandhere



Infographic

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





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
were most of the people are
chinses.



Chinatown

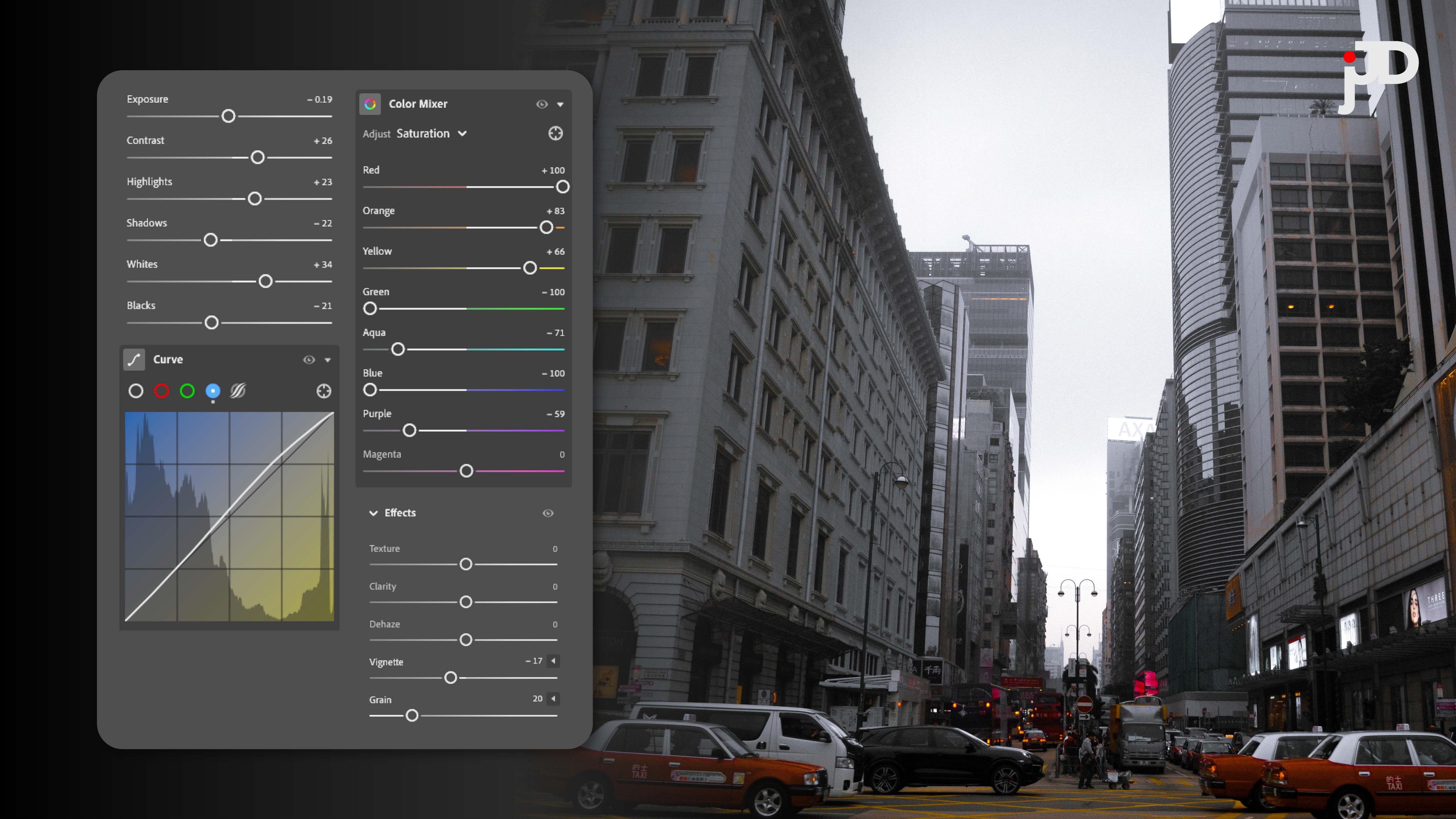
A place in the philippines
were most of the people are
chinses.





JD





Exposure -0.19

Contrast +26

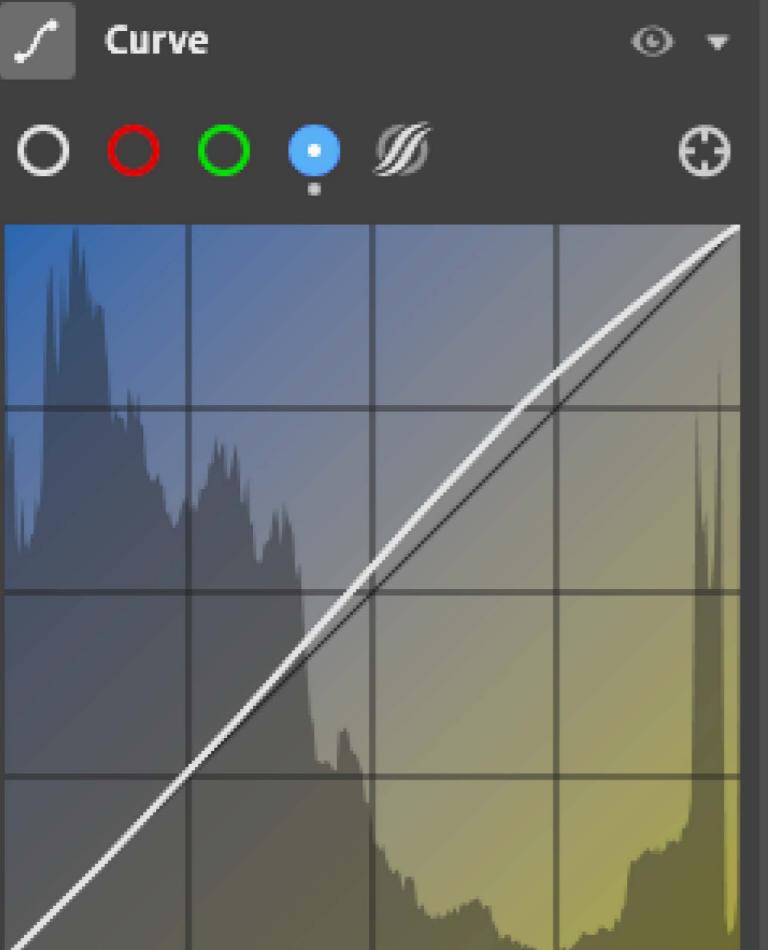
Highlights +23

Shadows -22

Whites +34

Blacks -21

Curve



Color Mixer

Adjust Saturation ▾

Red +100

Orange +83

Yellow +66

Green -100

Aqua -71

Blue -100

Purple -59

Magenta 0

Effects

Texture 0

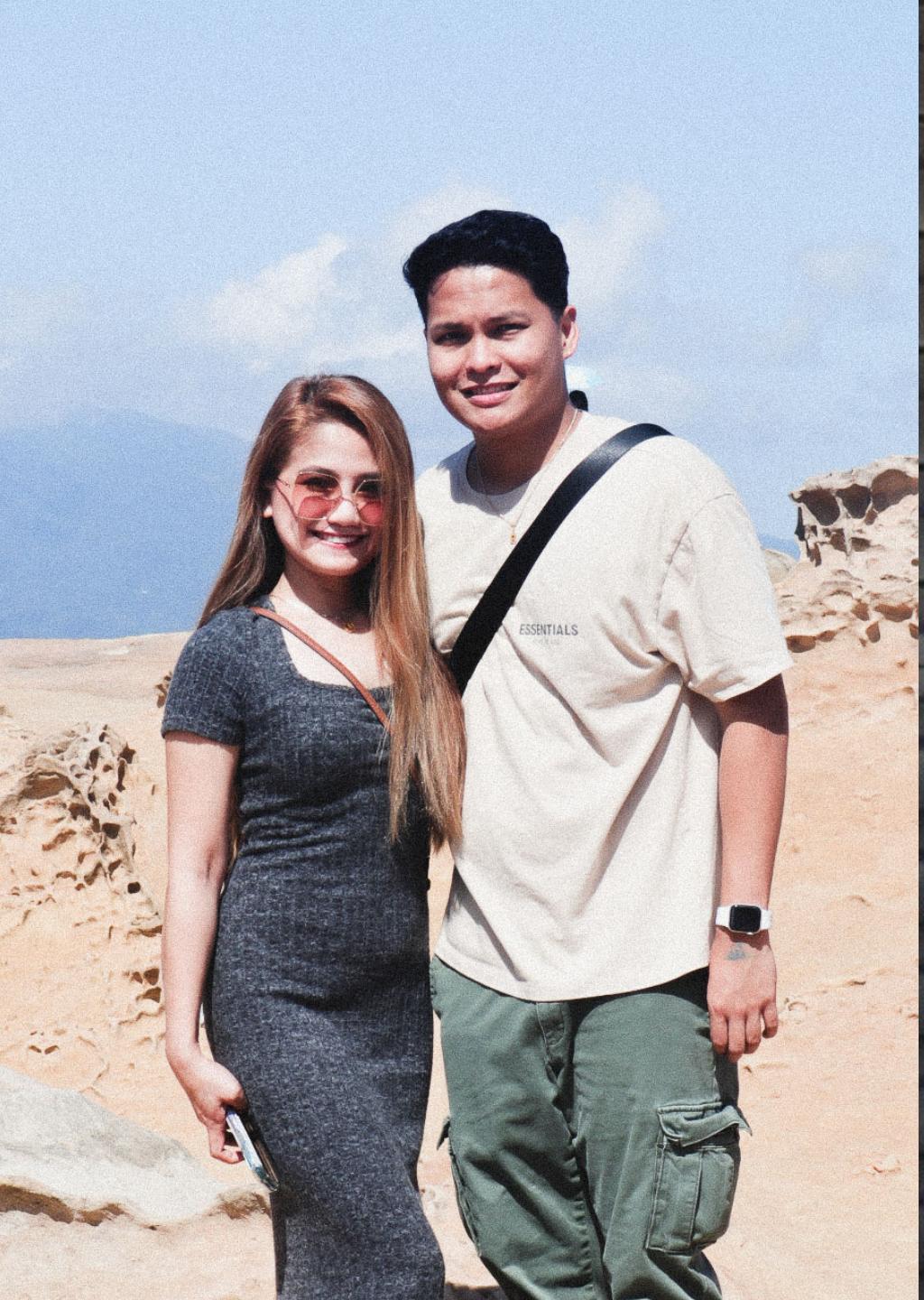
Clarity 0

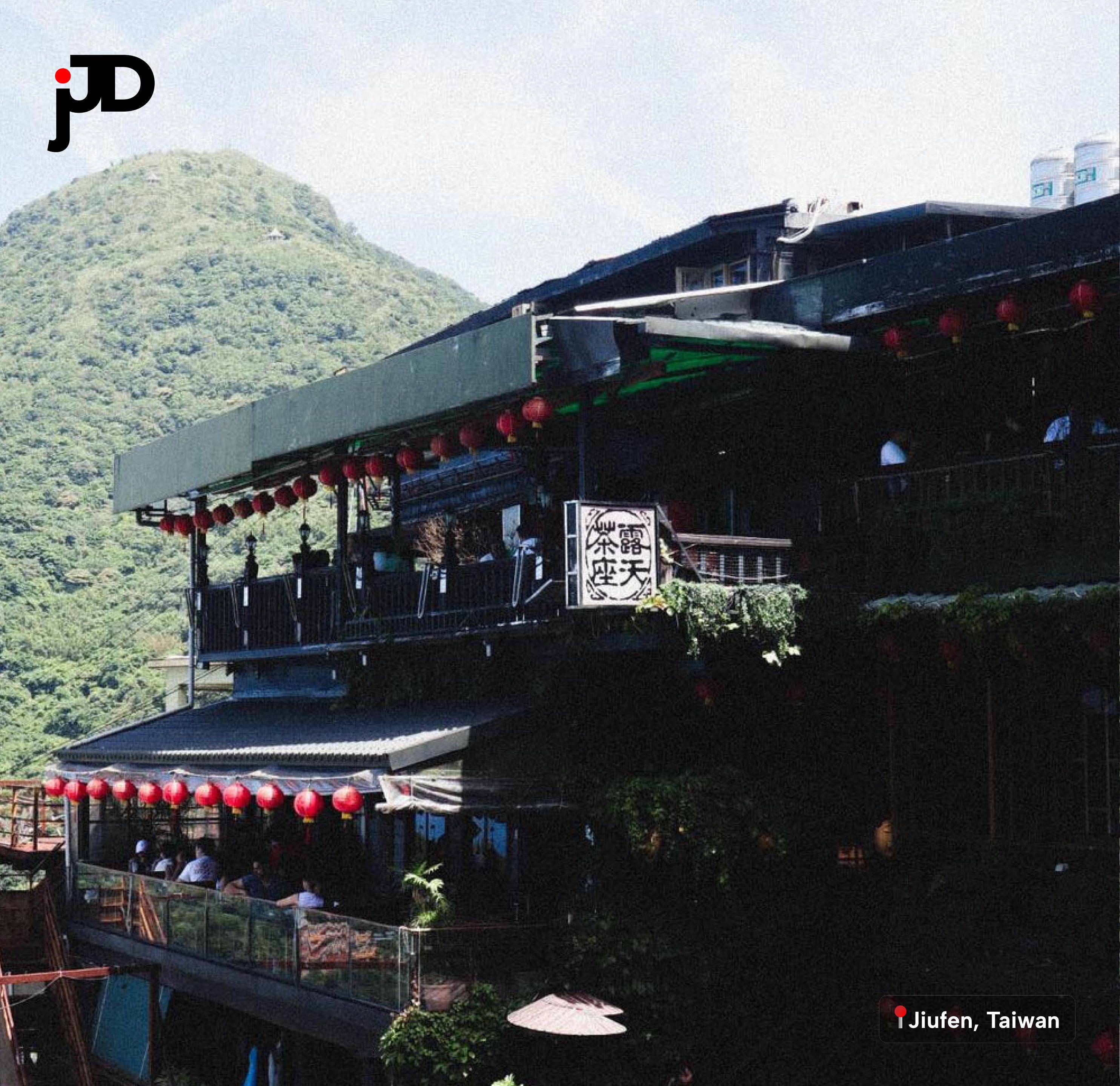
Dehaze 0

Vignette -17

Grain 20







📍 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.



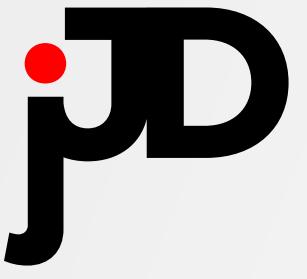




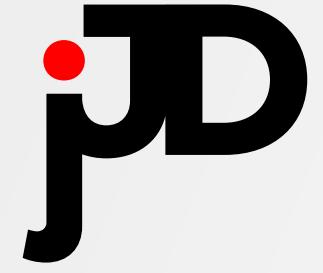


jp

i Fabrika Villa



Vector & Digital Art

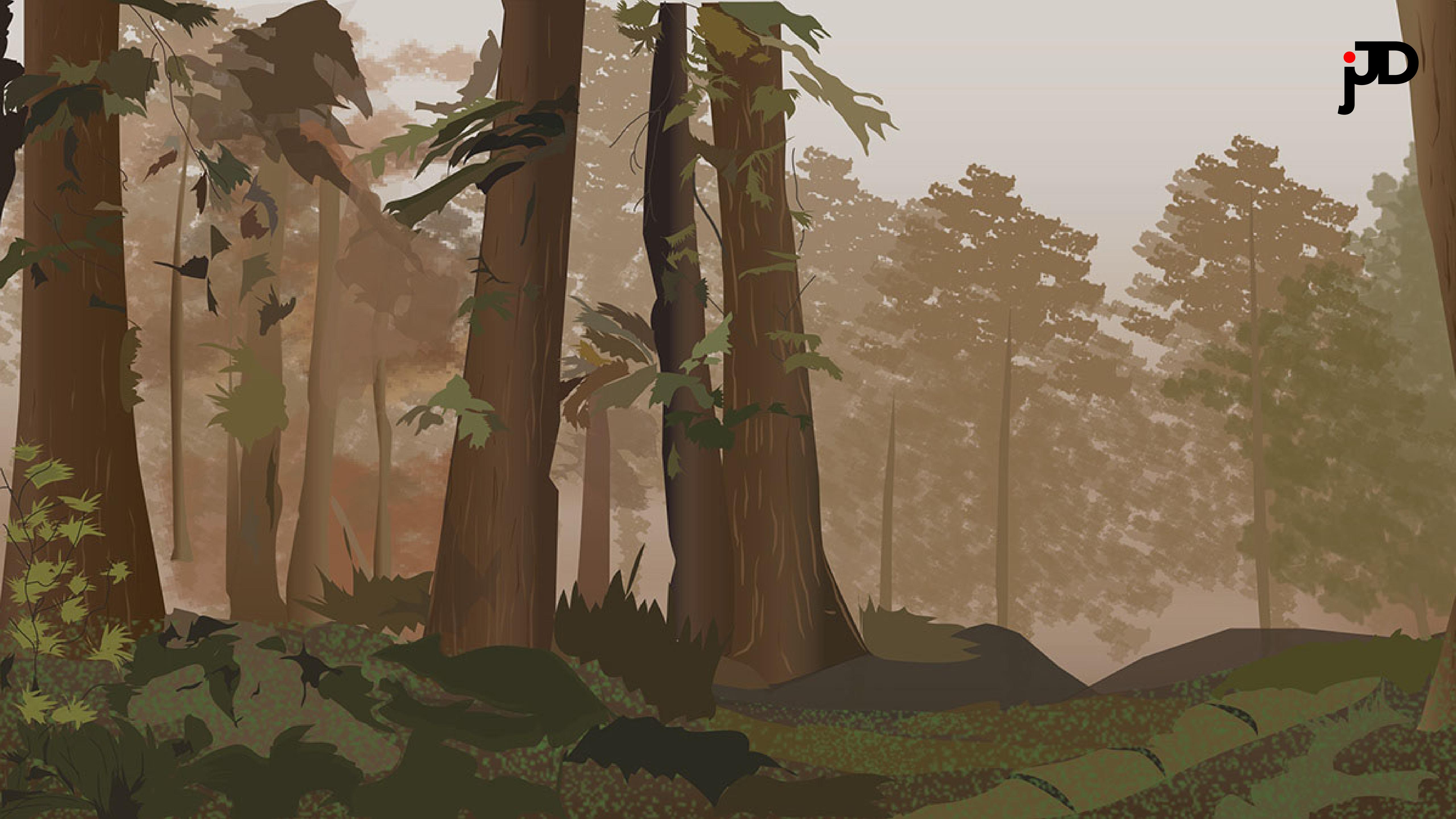


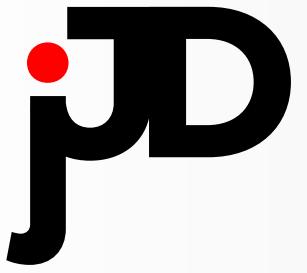
Far Cry Inspired

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.

Ai

Ps





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.

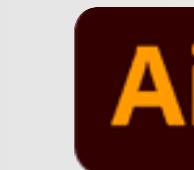
Ai





Cancer Princess

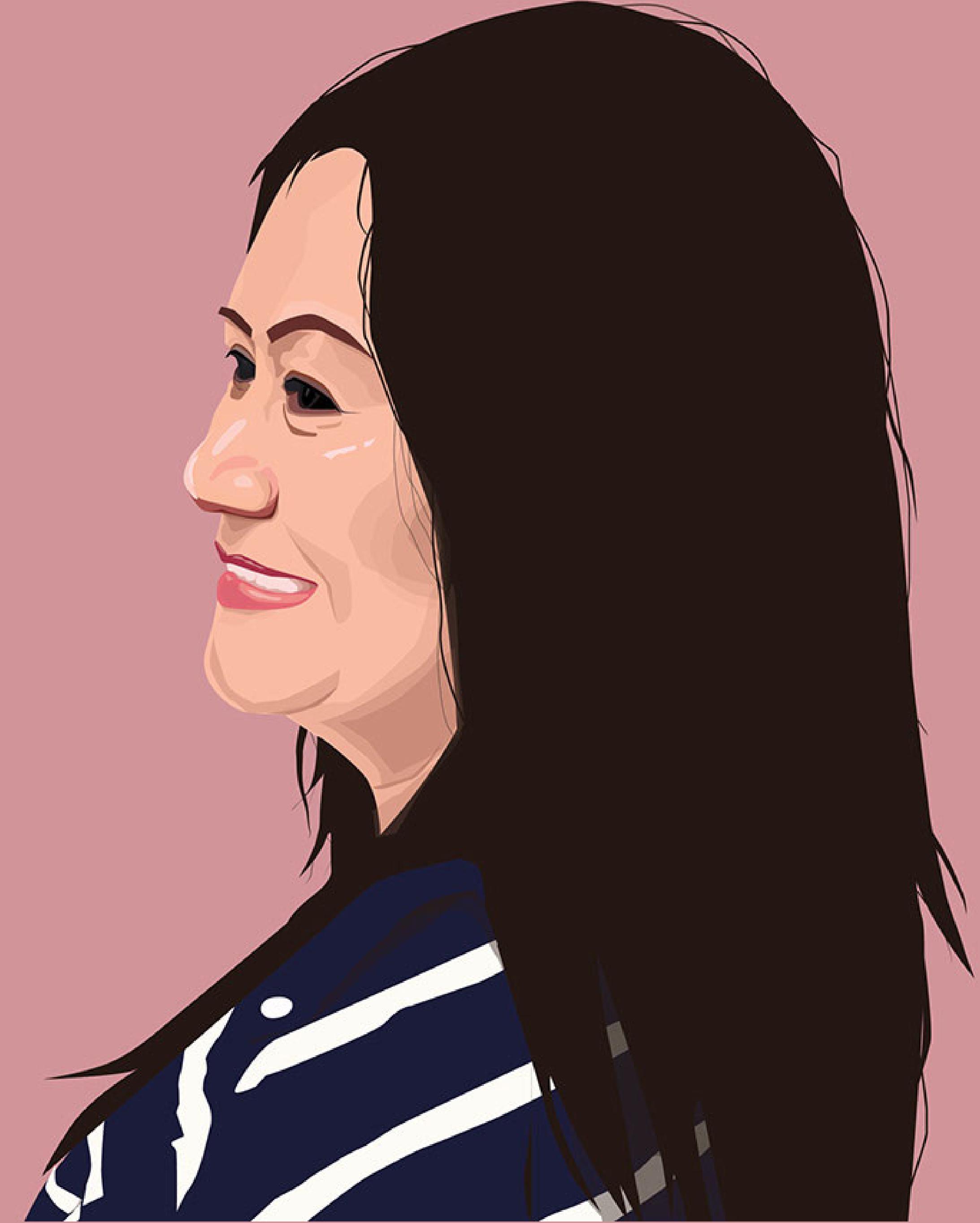
A zodiac character that I made to represent myself as a person born in the month of July.

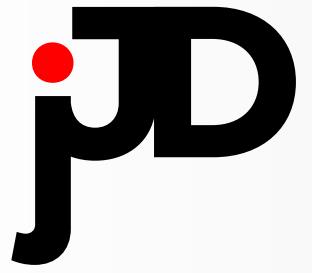


For Mom

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

Ai

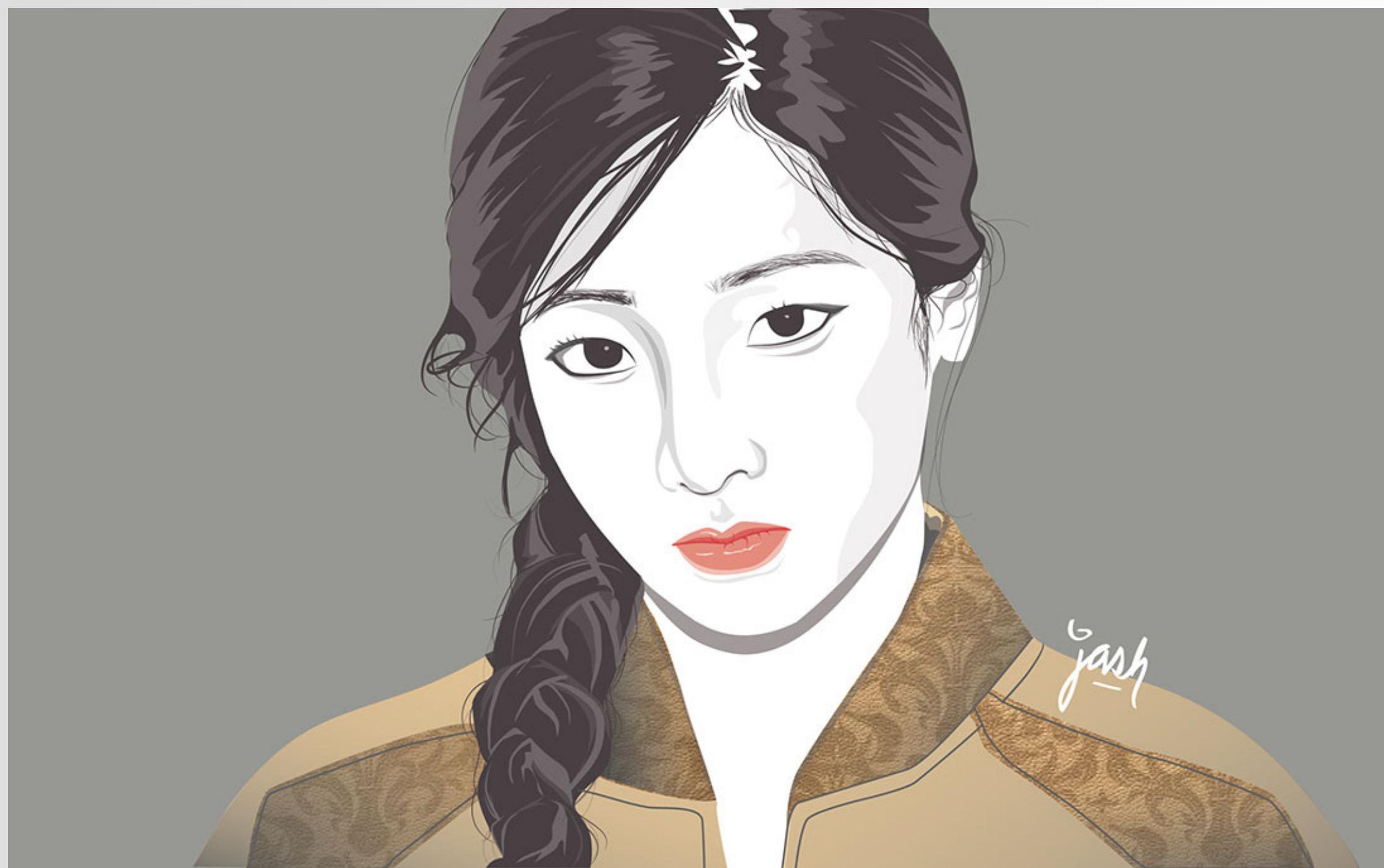
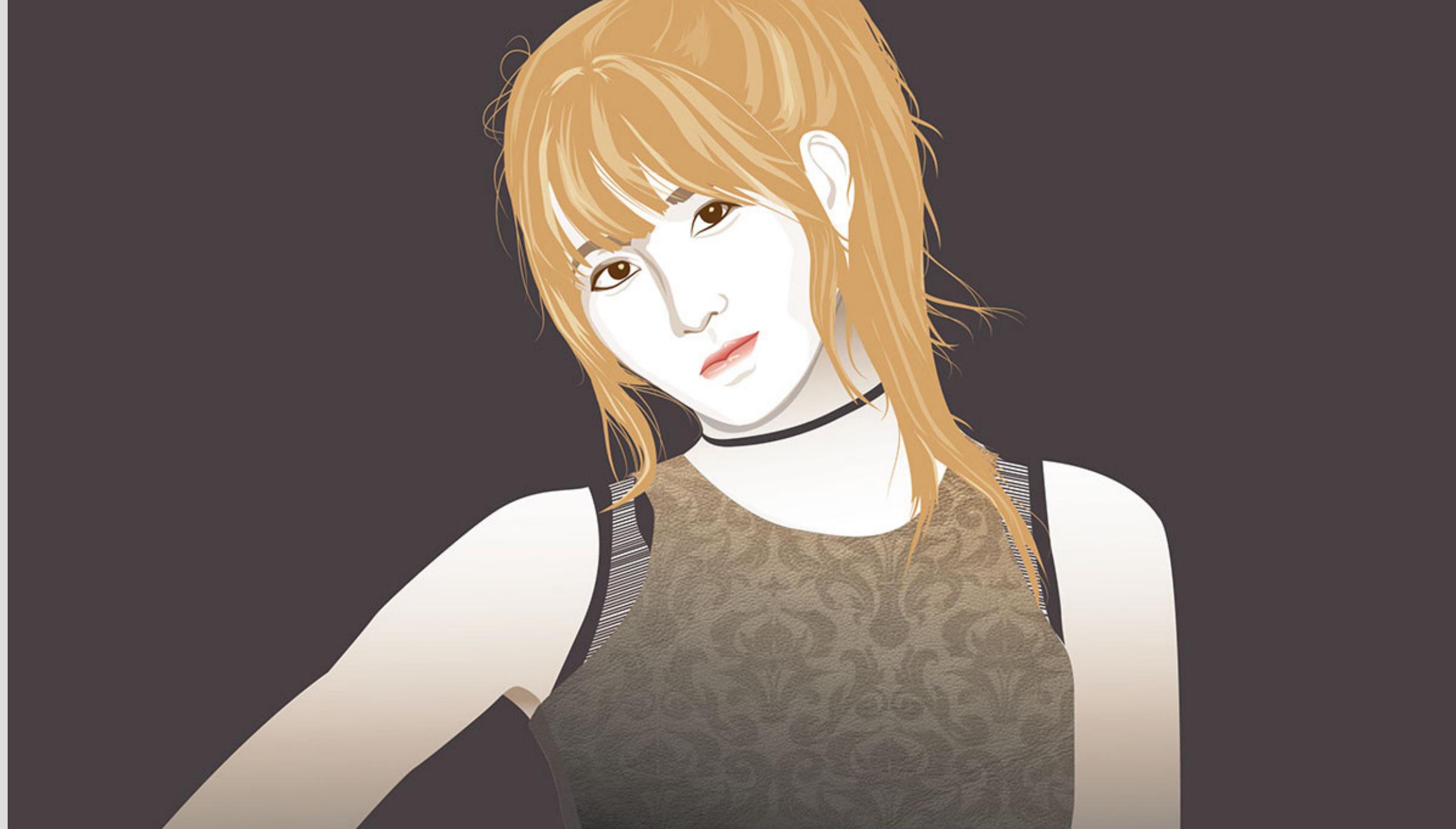




Are you a Kpop Fan?

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

Ai







02/01/2020

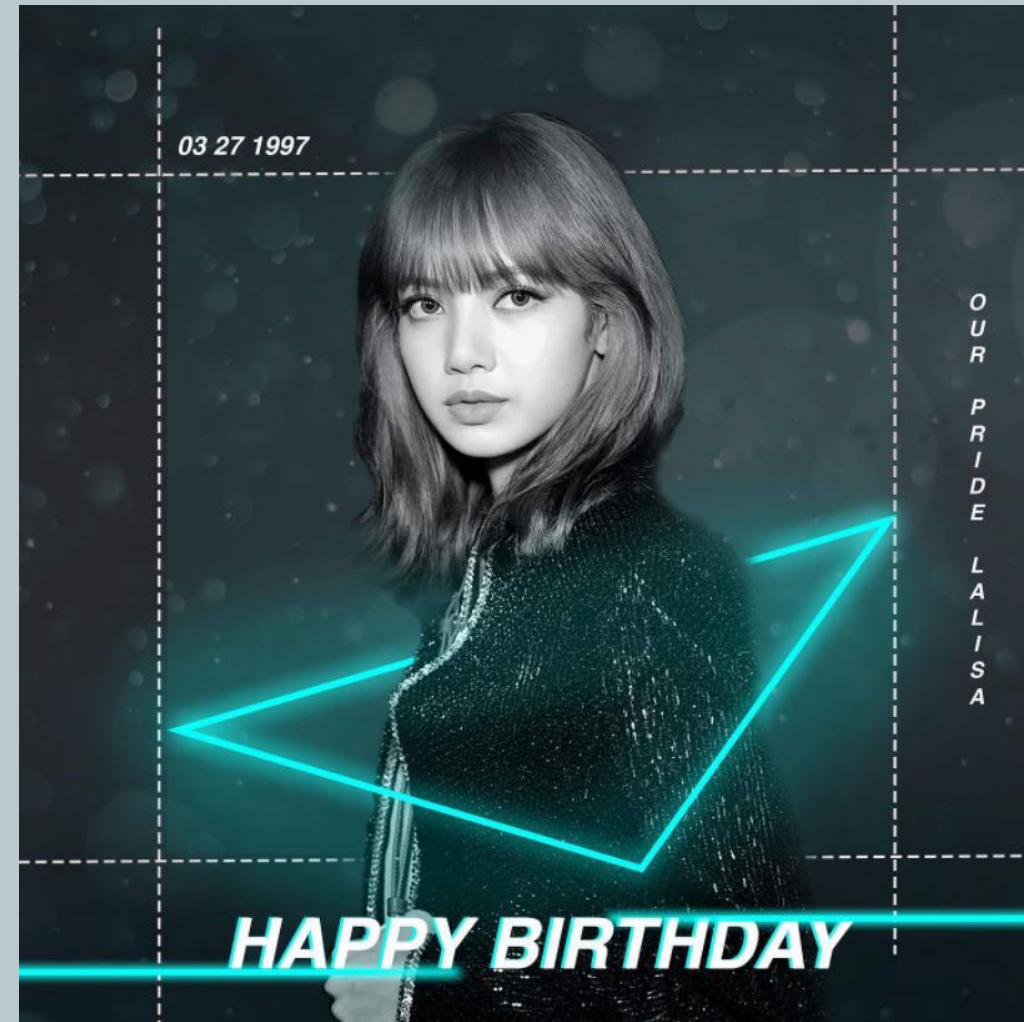
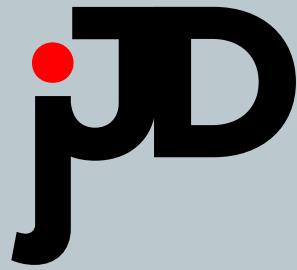
jp



Park Jimin

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

Fr



Lalisa

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

Ai

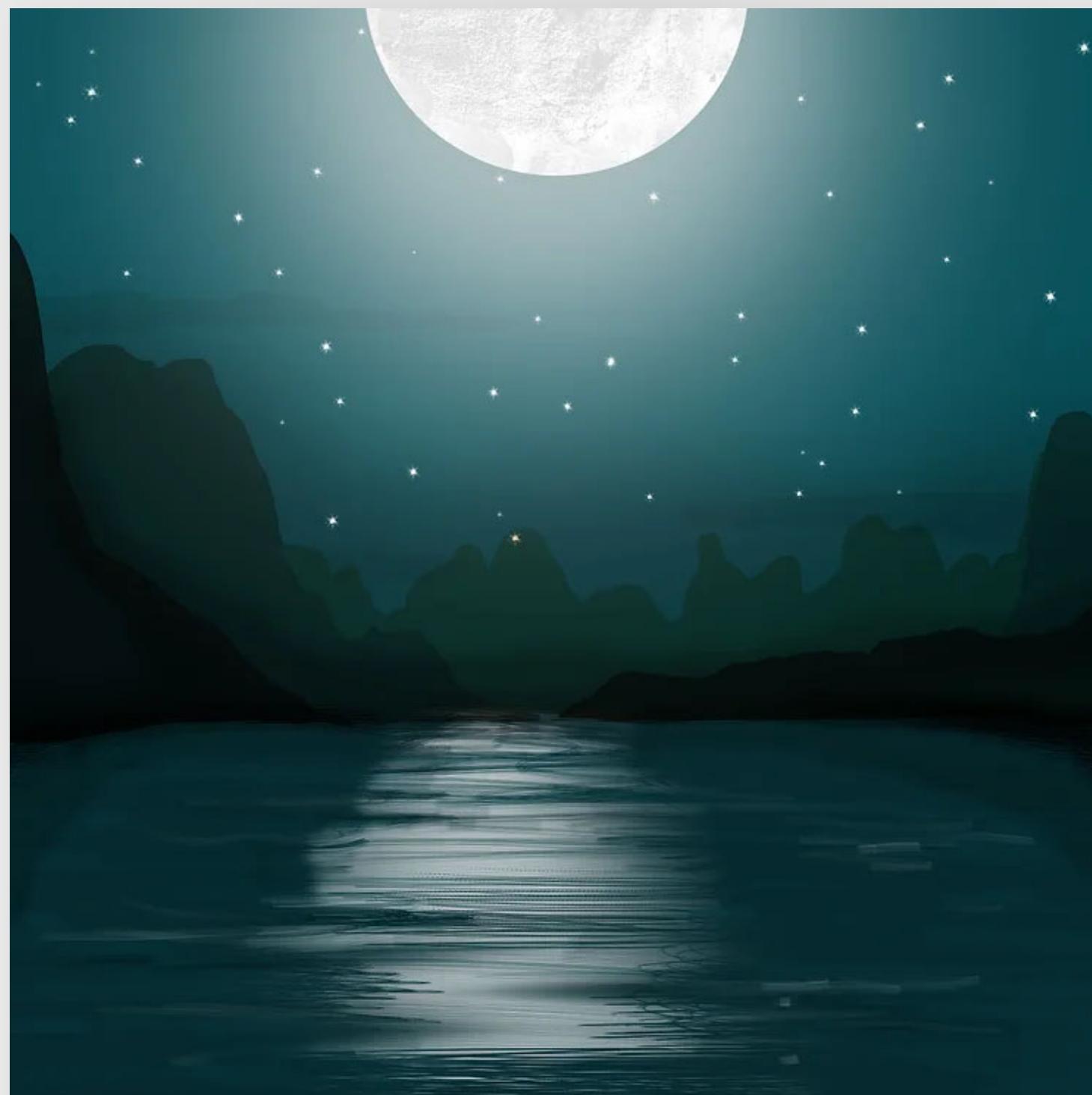
Ps



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'

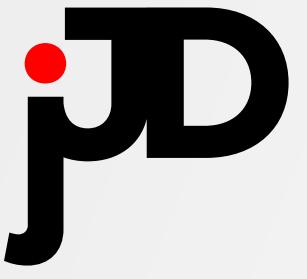
Ai

Ps



JP

original



videography



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-Gy25yysn2/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 individuals 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.

Pr

Watch Video Here:

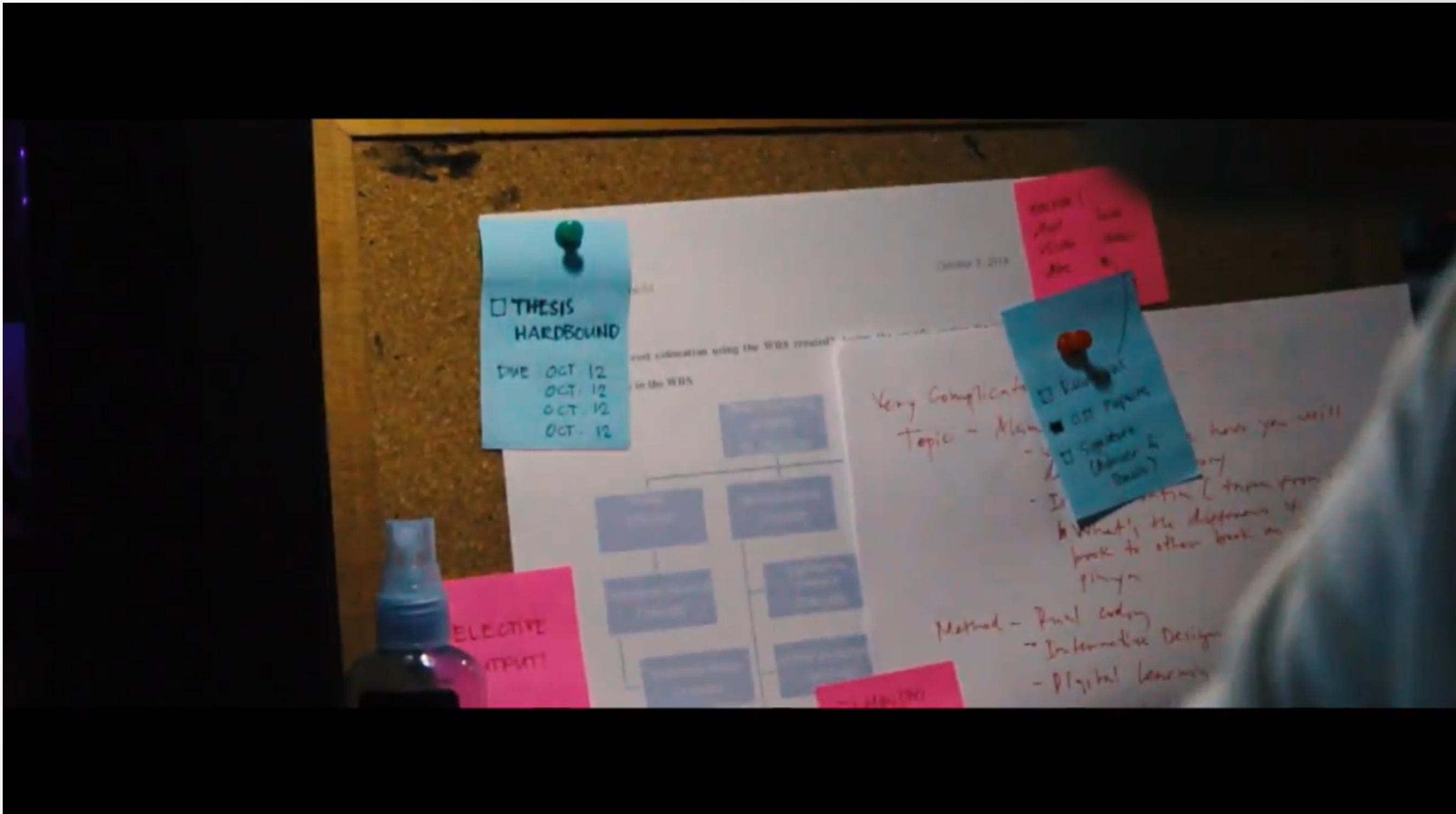
<https://drive.google.com/file/d/1cQqN0I9ryCDrqkfEb-dz1D56TiRhCEGjy/view?usp=sharing>



#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 hasn'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



BASED ON A TRUE STORY

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!

