

RAFFY ABO-ABO

GRAPHIC DESIGNER, MOTION & VIDEO CREATOR

Creative and detail-oriented professional with 12+ years of experience delivering high-impact visuals across the automotive, online gaming, printing, telecommunications, and retail security industries. I specialize in developing premium branding materials and compelling content tailored for the luxury market, ensuring seamless execution across both digital and print platforms.



PORTFOLIO LINKS

Primary Portfolio
(Recommended):

Personal Website: www.raffyabo-abo.com

Supporting Platforms:

Behance: www.behance.net/raffyabo-abo

Vimeo: vimeo.com/user26210101

Instagram: www.instagram.com/crizzyraf02/

EXPERIENCE

Graphic & Motion Designer

Policaro Group

October 2022 - Present

I create high-impact motion graphics, video edits, and digital compositions for social and display platforms. My work spans designing web banners and landing pages to crafting custom iconography and print-ready artwork. I also manage visual updates for existing web properties, ensuring seamless brand consistency across all digital and physical touchpoints.

Graphic Designer & Video Editor

Compucage International Inc.

March 2020 - October 2022

September 2017 - July 2018

I produce high-impact marketing materials, including video compositions, professional product photography, and digital assets like banners, catalogs, and newsletters. I also manage the visual evolution of the company website, updating advertising content and imagery to ensure a cohesive brand identity across all digital and print platforms.

Motion Graphic Designer

Bee Video Production

November 2021 - March 2022

I utilize animation and cinematic visual effects to bring static concepts and logos to life. My process involves conceptualizing characters and backgrounds, developing storyboards to translate scripts into visual narratives, and creating animatics for precise production planning. By bridging the gap between a director's vision and the final render, I ensure every motion element tells a compelling story.

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EXPERIENCE CONTINUED

Graphic Designer & Administrator

The UPS Store Canada
July 2018 - March 2020

I design print-ready marketing materials and lead the development of the Print Portal, managing its functionality and digital assets. I balance creative production with core operations, overseeing order processing, invoice reconciliation, and financial reporting to ensure a seamless workflow from design to delivery.

Multimedia Content Designer

Globe Telecom / Asticom
March 2016 - March 2017

I collaborate with cross-functional teams to develop visual solutions that drive process adoption and training. I produce internal video tutorials, custom imagery, and motion graphics, overseeing the entire composition and editing workflow to translate complex business tools into accessible, engaging content.

Junior Graphic Designer

Falcontek Corp.
April 2014 - November 2015

I produce high-impact visual assets for the marketing team to drive product promotion. My work includes designing animated GIFs, promotional banners, and newsletters, alongside managing website design updates to maintain a cohesive and engaging brand presence.

TECHNICAL SKILLS

Design Tools:

Adobe Photoshop, Adobe Illustrator
Adobe Indesign, Photography

Motion & Video Tools:

Adobe After Effects, Adobe Premiere Pro

AI & Creative Tools:

AI-assisted design workflows for ideation, image generation, and content enhancement

EDUCATION

University of Makati
Makati City, Philippines
2010 - 2014

Batchelor in Digital Arts Major in Animation

CONTACT

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