HANS CHRISTIAN BONAOBRA

BRAND STRATEGIST & IDENTITY DESIGNER

CONTACT

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hansbonaobra.com

www.hansbonaobra.com

EDUCATION

NATIONAL UNIVERSITY

2022 - 2026

Bachelor of Multimedia Arts with Specialization in Graphic Design

CERTIFICATIONS

ADOBE

2026

Graphic Design & Illustration Using Adobe Illustrator

ZERO TO MASTERY ACADEMY

2023 - 2024

Web & Mobile Designer: UI/UX, Figma, +more

UDEMY

2023

Logo Design Mastery
Graphic Design Masterclass
The Branding Masterclass
Branding & Brand Management

ADOBE

2023

Adobe Certified Professional Visual Design Using Adobe InDesign

TOOLS & SKILLS

DESIGN & PROTOTYPING

Adobe Illustrator, Adobe Photoshop
Adobe InDesign, Canva, Figma

SPECIALTIES

Visual Brand Identity, Web Design, Shopify Store Design, Layout Design, Packaging, Marketing Assets, Social Media Graphics

WORKING ATTRIBUTES

Visual Storytelling, Concept Development, Design Consistency, Creative Problem-solving, Attention to Detail, Cross-functional

CAREER OBJECTIVE

Specializes in creating visual brand identities and web designs that prioritize clarity, consistency, and function. Focuses on building visuals systems and layouts that align with brand purpose, communicate effectively, and enhance audience engagement across platforms. Skilled in translating abstract ideas into practical design solutions, ensuring that every visual element serves a purpose. Works with both emerging and established brands to improve recognition, streamline visual communication, and strengthen brand presence.

PROFESSIONAL EXPERIENCES

Freelance Graphic Artist — 2021 - 2023

Created custom illustrations and graphics for apparel and merchandise, including shirt prints, poster layouts, and sticker designs. Worked closely with local brands to develop print-ready assets that align with their visual style and production needs.

Visual Art Designer — 2024 - 2025

Contributed to the creation of visual assets across branding, layout design, post templates and web design. Focused on developing brand visuals that are aligned with brand identity and enhance overall visual communication across platforms.

Graphic & Funnel Designer — 2024 - 2025

Worked as an independent contractor with an e-commerce supplement brand on end-to-end branding, including logo design, packaging, product labels, marketing posters, and funnel websites. Ensured consistent visuals throughout different media.

Visual Brand Identity & Web Designer — 2023 - PRESENT

Working as a freelance brand identity and web designer for emerging and established brands, providing creative direction and visual consistency across brand assets and websites. Focused on translating brand strategy into design systems that support both recognition and scalability.

Shopify Brand & Store Designer — 2025 - 2026

Working with a Shopify builder agency, creating brand identities and designing custom Shopify storefronts that align with each client's look, feel, and functionality needs.

Visual Designer & Deck Designer — 2025 - 2026

Design pitch decks and brand visual identity for clients, translating strategy into clean, cohesive design.