

CHRISTOPHER POND MAQUIDATO

Brand & Visual Designer

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PROFILE

Brand and visual designer with 6+ years building identities, packaging, social campaigns, and full brand guidelines for cafés, fintech, streetwear, wellness, and creator clients — leading from wordmark and palette to in-store rollout. Leads remote creative teams across 115+ active client accounts. Owns engagements end to end from discovery to final production, with a 95% client-satisfaction rate and a 40% repeat / referral business.

EXPERIENCE

Graphic Designer · Creative Church Marketing · Remote

Oct 2024 – Present

- Design social media graphics, flyers, printables, presentation decks, and logo systems for **115+ Christian churches** across the United States, spanning denominations and congregation sizes.
- Lead and oversee the creative department, sustaining brand consistency and quality standards across all client deliverables.
- Collaborate directly with pastors, church leaders, and personal brands (coaches, speakers) to develop customized visual solutions aligned to each client's mission.
- Manage multiple concurrent projects under strict deadlines with a consistent on-time delivery rate.

Freelance Brand & Visual Designer · Remote

2020 – Present

- Sustained a **95% client-satisfaction rate** and **40% repeat / referral business** across **50+ projects** over six years of independent practice.
- Own engagements end to end — discovery, brand strategy, identity system, guidelines documentation, packaging, and final production — for café, fintech, streetwear, wellness, and retail-print clients including **Calmability** (mental-wellness supplement) and **Adam Reis** (framed trail-route prints, Etsy).
- Direct creative across logo systems, brand books, packaging, social campaigns, and print collateral — ensuring every touchpoint shares one consistent visual voice.
- Operate a small-batch consulting model: a few projects at a time, managing scope, revisions, and direct client communication, with reusable social and template systems delivered across Instagram, Facebook, and YouTube.
- Lead remote creative collaborations with founders, marketing teams, and creative directors across multiple international time zones.

SELECTED WORK

Modo — Urban Café Identity & Packaging

2025

Identity, packaging, and in-store rollout for an urban café — soft wordmark with a chocolate / cream / sky-blue palette across cups, bean pouches, apparel, menus, and signage. *Tools: Illustrator, Photoshop, Figma.*

Moka Mood — French-Inspired SF Coffee

2025

Brand system for a French-inspired San Francisco café — rubber-hose cartoon mug mascot, serif + italic wordmark, cream / black / orange palette extended across packaging, stationery, app, social, apparel, and a motion launch layout. *Tools: Illustrator, Photoshop, Figma, After Effects.*

Simple Storage — Brand System & Visual Guidelines

2025

Full brand identity and visual guidelines (logo suite, typography, color, clear space, social avatars, stationery) for a self-storage SaaS — stacked-block monogram, amber-on-charcoal palette, Biennale wordmark, complete in-app visual language across desktop, tablet, and mobile surfaces. *Tools: Illustrator, Photoshop, Figma.*

BUNZ — Smash-Burger Brand

2025

Identity for a smash-burger joint — distressed hand-drawn wordmark, flame mark, red-on-black contrast, poster-style menus, merch-coded packaging, and raw service-counter photography. *Tools: Illustrator, Photoshop, InDesign.*

Monreva — Streetwear Brand Guidelines

2025

Industrial brand system and full visual guidelines for a Jakarta streetwear label — high-contrast black / orange, utilitarian typographic pairing, built to age past the trend cycle. *Tools: Illustrator, InDesign, Figma.*

OrbixPay — Fintech Social Campaign

2025

A 9-post launch campaign for a banking app — glassmorphic UI cues, cool-blue system, and product-led storytelling turning features (send, receive, save, virtual card, freeze) into scroll-stopping posts, closing on a 10M+ users milestone. *Tools: Figma, Photoshop.*

Calmability — Mental-Wellness Supplement

2025

Brand identity and packaging for a natural mental-wellness supplement (vegan gummies) — for founder Wes C. *Tools: Illustrator, Photoshop.*

YouTube Thumbnails — CTR-Optimized Set

2025

18-piece thumbnail set for creators in finance and self-development — built around a single focal hierarchy (face / promise / number) tuned for mobile-first algorithmic scrolling. *Tools: Photoshop, Figma.*

SKILLS

Brand & Identity Brand identity systems · Wordmark & logo design · Brand guidelines documentation · Visual systems & design tokens · Brand strategy · Naming & positioning

Packaging & Print Packaging design · Print & poster design · Apparel & merchandise · Editorial layout · Signage & environmental graphics · Production-ready files (CMYK, bleed, dieline)

Social & Campaign Social media campaigns · CTR / YouTube thumbnail design · Instagram & feed systems · Stories & reels · Ad creative · Motion graphics · Animated GIFs

Typography & Color Type pairing & hierarchy · Custom wordmark construction · Color theory & palette systems · Accessibility-aware contrast

Design Tools Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe After Effects · Figma · Canva Pro

Professional Creative direction · Design-team leadership · Client & stakeholder communication · Project management · Multi-project delivery · Remote collaboration · Async communication

EDUCATION

B.S. Information Technology · Mapúa Malayan Digital College

Major: Network & Cybersecurity · Coursework: Web Development, Digital Media, User Interface Design

ADDITIONAL

Languages English (Fluent) · Filipino (Native) · Cebuano (Native)

Availability Full-time remote, flexible across international time zones