

# Deane N. Bautista

Creative exhibition and graphic designer with experience in visual merchandising, tradeshow and exhibition design and project management

## Work Experience

### DWBlooms, Asheboro, NC & Rochester, NY (2017- Present)

#### Designer and Project Manager

July 2017 - Present

- Designed the studio's branding and graphic assets.
- Designs and produces the studio's physical and digital products that are sold on a number of online craft selling platforms.
- Produces and manages regular content for social media and email marketing campaigns.
- Installed and managed a number of paper flower displays and signage for local businesses and events.

### ARCA, Mebane, NC (2017- 2020)

#### Event Marketing Manager

Dec 2019 - Apr 2020

- Took over leadership of the company's in-house graphic design services and led the rebranding efforts for the company's services team.
- Was part of the team that created the full and portable version of the company's tradeshow and sales tool that helped eliminate the cost of having to bring big, and heavy machinery to every tradeshow, contributing to the reduction of logistics cost by 30%.
- Co-produced and programmed regular updates of the full and portable version of the aforementioned tradeshow and sales tool.
- Reduced tradeshow expenses by 8% and increase leads at ARCA's trade show events by 49% by redirecting the company's resources to more valuable shows where ARCA stood out and met the right prospects.

#### Event Marketing Specialist

Nov 2017 - Dec 2019

- Designed the company's tradeshow booths for EuroCIS 2018 and IAAPA 2020
- Designed concepts for the company's modular tradeshow booth and showroom/ Demo area
- Managed the overall execution of the company's participation in 15- 20 International, National, and regional tradeshow and partner's user conferences per year. The tasks that I executed included strategy creation and brainstorming with the Marketing Communications and Sales team, event execution, tradeshow booth layout, and design, budget management, logistics, and coordination with organizers and vendors, post-event report, and analysis.

## Profile

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## Skills

- Creativity
- Time Management
- Project Management
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe Indesign
- Adobe After Effects
- Inkscape
- Sketchup
- Autodesk AutoCAD
- Blender
- Keyshot
- HTML/CSS

## Education

- University of the Philippines-Diliman**  
Quezon City Philippines  
2006- 2010  
BFA Industrial design  
Magna cum laude

## **Panasonic Philippines, Taytay, Rizal, Philippines (2012- 2016)**

### **Display Section Supervisor**

Nov 2012 - Jun 2016

- Designed, managed, and executed the following projects :
  - 20- 35 permanent shopfront display projects for the company's multiple dealers and distributors per year
  - 15-20 tradeshow booth displays for small and large-scale tradeshow per year.
    - 4 designs won Best booth awards
  - 2 corporate conventions per year
  - 3 Corporate showrooms
  - An award-winning modular exhibit system that reduced the logistic expenses by 40%
  
- The tasks that I executed in the projects mentioned above included but were not limited to managing design approvals, vendor RFPs, project biddings, budget tracking and approvals, vendor and supplier coordination, and site checks.