

# ADRIAN URBANO

INTERACTION & GRAPHIC  
DESIGNER

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I am a multi-talented, resilient and collaborative Interaction Designer with broad skills in UI/UX design and research, specialising in VR and AR design, and extensive experience in digital graphic design, photography, and print.

Highly committed to creative problem-solving with high adaptability and a continuous learner of leadership. Placing a high value in collaboration and good team dynamics, I communicate with an empathic and humorous outlook to ensure good work relationships within a group.

## AREA OF EXPERTISE

- Photoshop/Illustrator/InDesign/LR
- Unity VR/AR Development
- 3D Modelling/Texturing/Lighting
- Conceptualisation
- Collaboration
- Leadership
- Adaptability
- Organisation
- Persistence
- Resilience

## EDUCATION

### Master of Interaction Design

July 2017 - July 2019

Monash University, Australia

### Bachelor of Fine Arts & Design (Major in Painting)

June 2004 - March 2010

University of Santo Tomas, Philippines

## DESIGN EXPERIENCE

### Project Officer (Virtual Reality Designer) // Monash University Library

March 2019 - August 2019 (Melbourne, Australia)

- Developed immersive VR experience about the repatriation of ANZAC troops after World War 1 for Monash University's exhibition called "*Return: The Way Back Home*".
- Conducted research for narrative and story-writing.
- Collaborated with Monash University's library staff on the design and development of installations for the exhibition.
- Design and creation of 2D, 3D, UI and sound content assets. This includes modelling, texturing, lighting, and sound recording/editing.

#### Key Achievements:

- TV coverage of exhibition and VR content by [Channel 10 News](#) on 19 September 2019
- Monash University Master of Design: Interaction Design Studio Achievement Award

## DESIGN EXPERIENCE

### Freelance Graphic Designer & Virtual Reality Designer

November 2018 - Present (ABN: 34684767525)

- Freelance graphic design services.
- Developed 3D environments for immersive content in VR.
- Collaborated and assisted clients in research, co-creation of inclusive design relevant to the project briefs.

#### Key Achievements:

- Published design work (Dec 2018): [Creating Inclusive Events and Recruiting Diverse Talent Toolkits](#) for LaunchVic, c/o Change Catalyst.
- Published design work (Sept 2019): [Infographic and 5-Year Impact Report](#) for Change Catalyst.

### Design Consultant & Painter // Danilo & Leonita Urbano

Jan 2015 - Feb 2017

- Collaborated and made design decisions which involved 3D modeling of furniture, creating plan and spec sheets for fabrication.
- Assisted in purchasing choices to match the theme of the client's house interior.
- Completed painting commissions.

### Freelance Graphic Designer | Photographer

March 2008 - April 2014

- Freelance contracting graphic design and photographic work, promotional material, print design, corporate headshots, collaboration with artists.

### Graphic Designer // The X-Habit Inc.

Oct 2010 - Oct 2012

- Developed concepts and visual designs for print used in exhibit/trade show booths, visual merchandise, indoor and outdoor signages, and presentation materials.
- Responsible for creating, laying-out color accurate print-ready graphics.
- Liaise with clients, industrial designers, architects, project managers, technical drafters, printer technicians, and sticker installers.

## SKILLS

### Art & Design

- Layout
- Print Design
- Typography
- Photography and Lighting
- Digital Painting/Drawing
- Traditional Drawing/Painting

### Design & Prototyping Software

- Expert in Adobe Photoshop, Illustrator, InDesign.
- Proficient in Adobe Lightroom, XD.
- Intermediate user of Autodesk Maya and Arnold Renderer.

### Virtual and Augmented Reality Design & Development

- Intermediate Unity game engine content designer and developer.
- Intermediate level Oculus platform developer.
- Competent Augmented Reality developer using Vuforia for Unity.

## SKILLS

### Research

- Conducted research, data gathering, and analysis on the application of virtual reality in education, storytelling, and behaviour change.
- Employed design-thinking processes along with various qualitative and quantitative approaches for evidence-based design solutions for proposal and prototyping.

#### Key Achievements:

- Achieved HD (95) marks for academic research papers (Exegesis) for Master in Design program: "[Storytelling in Education Through Virtual Reality](#)" and "[Social Behaviour Change Through Virtual Reality](#)".

### Other Platform/Web Design & Development

- Working knowledge of prototyping using Arduino (C++) platform.
- Working knowledge of web design and development in Wordpress, and HTML/CSS coding in Dreamweaver.

### Communication

- Highly effective communication and team work skills by constantly interacting with co-designers, project managers, printer operators to ensure high-quality output.
- Ability to deliver concept and standards with clarity to the team and freelance clients.

### Organisation

- Proven capability to perform under pressure and meet tight deadlines to ensure client's time-sensitive needs.
- Ability to prioritise tasks and develop either short-term or long-term processes.

### Languages

- Fluent in both English and Filipino/Tagalog.

### Other

- Expert in Wacom pen tablet.
- Proficient in Colour calibration using X-Rite i1 system.
- Proficient in MS Word, Excel, and PowerPoint.
- Intermediate sound editor and music composer using PreSonus Studio One 4.

## ACHIEVEMENTS

### Master of Design //

Monash University - 2019

Award: Interaction Studio Achievement Award

### Travelmart //

Department of Tourism Philippines (The X-Habit) - 2011

Awards: People's Choice, Best Booth, and Most Visited.

### Take A Shot At Reading Photography Competition //

National Bookstore - 2010

Award: Outstanding Shot

## ACHIEVEMENTS

### ASEAN Youth Photography Challenge //

ASEAN - 2008

Award: Merit Prize Winner

## EXHIBITIONS

### Return: The Way Back Home (Sept 2019 - June 2020)

Sir Louis Matheson Library Gallery, Monash University Clayton Campus

### MADA Master of Design Showcase (June 2019)

Monash University Art Design & Architecture Building C - C6.15A & B

### MADA Now 2018: Graduate Exhibition (Nov 2018)

Monash University Art Design & Architecture Gallery

### Grand Finale: UST Fine Arts Thesis Exhibit (Feb 2010)

Manila Contemporary Gallery

### Miniature Art Exhibit : Tribute to Norris Castillo (Jan 2010)

UST Beatico Angelico Gallery

### Dugtungan Art Exhibit (Feb 2008)

UST Beatico Angelico Gallery

## VOLUNTEERING / CLUBS

### Tech Inclusion : Volunteer Graphic Designer

- Provided assistance with the presentation slides used in Tech Inclusion 2018 event in Melbourne.

### UST Mediartrix : Musical Director/Performer/Composer (2005-2010)

- As musical director: coordinated with show director/s, writers, stage managers, sound/light engineers; organised rehearsals, make necessary musical arrangements/scores; ensured musicians to perform consistently in high-standards before and during show time.
- As performer: tasked to write, record, and perform theme songs for the productions which involved collaboration with bandmates and sound crew.

## PROFESSIONAL DEVELOPMENT

### Personal Entrepreneurial Development (July 2014 - Dec 2014)

University of the Philippines - Open University (High Distinction)

### 16th Graphic Expo 2011 (16 June 2011)

Fiera de Manila, Inc. / Philippine Center for Creative Imaging

Topics Covered:

- Advanced Photoshop: Essential Colour and Tonal Correction
- Explore Your Creativity: Adobe Photoshop's Fine Art Techniques

### Graphika Manila (20 Sept 2008)

International Multimedia Design Conference, Philippines

## INTERESTS

- Guitar/Singing/Music Writing
- Cycling
- Video Games