



biancayn@gmail.com



+65 9449 5616



www.bynsdesign.com

BIANCA SIGEDA

Multi-cultural creative professional with a diverse background in hospitality, communications and graphic design, and a skill set developed over 10+ years of experience. Skilled in developing innovative concepts, managing projects, optimising teams, and fostering sincere and collaborative relationships.



SKILLS

Communication
Collaboration
Team Leadership
Problem Solver
Project Management
Creative Direction and Strategy
Design, Aesthetics and Branding
Cultural Sensitivity and Adaptability



COMPETENCIES

Adobe Creative Suite
(Illustrator, InDesign, Photoshop)
Graphic Design Platforms
(Canva, Adobe Express)
Procreate
Microsoft Suite
Watercolor and Sketching
Fluent in English and Filipino



EDUCATION

Cornell University | USA
NTU | Singapore
Master of Management in Hospitality
• ASEAN Graduate Scholar

Ateneo de Manila | Philippines
Bachelor of Arts in Communication



WORK EXPERIENCE

CREATIVE DIRECTOR | AMARELA RESORT

2006 - PRESENT

- Part of founding team who visualised and developed the business plan, design and vision
- Serve as creative director for a boutique resort, fostering an environment of kinship and teamwork
- Manage all aspects of brand aesthetic and message, including providing overall artistic direction, copywriting and implementation through different channels i.e. website, social media, advertorials
- Design and create brand identity and operational standards i.e. logos, collaterals and staff uniforms
- Oversee reservations team communications with travel partners, i.e. OTAs, associations, in regards to rates and marketing programs
- Supervise event management such as weddings and holiday celebrations, from menu creation and design to logistical planning
- Champion resort's environmental and social mission by promoting green practices and developing relationships with local artisans and suppliers

FREELANCE GRAPHIC DESIGNER

2013 - PRESENT

- Using a variety of design software, create brochures, annual reports and marketing collaterals for hotels, resorts and commercial buildings according to required brand guidelines
- Develop creative concepts, build out engaging layouts, compose and illustrate location maps, and visualise content in alignment with business objectives and clients' expectations
- Conceptualise and design apparel such as sports jerseys and team logos

MARKETING EXECUTIVE | FAIRMONT SINGAPORE

2011

- As part of Marketing Communications team, developed design for marketing collaterals for a variety of F&B, spa and other outlets including print materials, brochures and displays
- Created and managed various brand communication initiatives, as well as advertising and promotions materials for all areas of operation
- Collaborated with Sales & Marketing team and internal stakeholders to define, develop and execute creative strategies for Fairmont Singapore and Swissotel The Stamford Singapore



INTERESTS

Tennis Enthusiast | Amateur Sewist | Avid Bibliophile | Film Buff | Intrepid Traveler