

Angelie Censon

Art Director / Brand Designer / Illustrator

EXPERIENCE

Turo, Senior Brand Designer

OCT 2024 - PRESENT / SAN FRANCISCO, CA

- Expanded and systematized the brand design library to support cross-functional teams.
- Created cohesive multi-channel assets including landing pages, CRM emails, paid social campaigns, in-app animations, and bespoke illustrations.
- Contributed to visual storytelling that elevated brand consistency and user experience across touchpoints.

Swit, Senior Marketing Designer

APR 2020 - OCT 2024 / SAN FRANCISCO, CA

- Co-led a full rebrand, developing a comprehensive visual identity that unified the product and marketing ecosystems.
- Built and implemented scalable brand guidelines across the website, product UI, social, blog, App Store, and campaign materials.
- Developed the brand identity for Swit Snap, the company's AI product, including its visual direction, landing page design, and launch video art direction.
- Improved design cohesion and efficiency across departments through strategic art direction and systematized assets.

Fluid PR, Freelance Visual Designer

OCT 2019 - JAN 2021 / REMOTE

- Delivered multimedia assets for B2B clients, including landing pages, marketing decks, social graphics, and motion pieces.
- Developed adaptable design guidelines that empowered other designers to execute social media content with faster turnaround.
- Collaborated across content, strategy, and production to support efficient campaign launches.

Minted, Design Associate

NOV 2019 - MAR 2020 / OAKLAND, CA

- Produced personalized digital stationery and artwork based on customer orders with focus on quality, customization, and consistency.

PUSH Associates, Junior Art Director

JUL 2014 - AUG 2017 / MANILA, PHILIPPINES

- Conceptualized and launched brand campaigns for retail, lifestyle, finance, and FMCG clients.
- Oversaw design execution from ideation to final output, balancing strategy with visual creativity.

Publicis Manila, Creative Intern

MAY 2013 / MANILA, PHILIPPINES

- Conceptualized and executed print and radio ads, edited presentation videos, illustrated TVC storyboards for various clients.

EDUCATION

Academy of Art University

SEP 2017 - MAY 2019 / SAN FRANCISCO, CA

MA - Advertising & New Media Tech., *Cum Laude*

University of Santo Tomas

JUN 2010 - MAR 2014 / MANILA, PHILIPPINES

BFA - Advertising Arts, *Cum Laude*

SKILLS

Graphic Design, Brand Design, Art Direction, Digital Illustration, Motion Graphics, Typography, Color Theory, Print, Social Media, Web Design, Video Editing, UI Design, Digital Design, Iconography, Digital Marketing, Creative Strategy

TOOLS

Figma, Adobe Creative Suite, Procreate, Google Suite, Hubspot, Traditional Art

RECOGNITION

The One Show, Student Merit

Dad Kinda Love / Dove, 2019

AAU Spring Show, Silver Spring

Dad Kinda Love / Dove, 2019

Young Glory, Student Bronze

Equalizer / LinkedIn, 2019

The One Club Bootcamp SF, Bronze

Oomph! / Premiere Protein, 2017