

# Hyacinth Margaret D. Brazal

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Portfolio: [hyacinthbrazal.com](http://hyacinthbrazal.com)

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## PROFESSIONAL EXPERIENCE

### Electronic Arts

*2D Artist/ Marketing Artist (Glu Mobile)*

Burnaby, BC  
**July 2023 – Present**

- Produced high-quality 2D assets tailored for mobile games, including props, clothing, hair accessories, inbox images, and loading screens, with a focus on screen layout, composition, typography, and color theory.
- Created app store optimization assets, such as app icons and screenshots, for iOS and Google Play stores to maximize visibility and user engagement.
- Worked closely with the development director, art director, and marketing manager to strategically plan and assess the feasibility of tasks within the sprint.
- Proposed a new approach to streamline the workflow, ensuring consistency across marketing and in-game assets, which resulted in improved efficiency and collaboration.

### Electronic Arts

*UI Artist/ Marketing Artist (UFC Mobile, Fifa Mobile)*

Burnaby, BC  
**January 2022 – July 2023**

- Collaborated with team members independently to develop and modify 2D art for interfaces and promotional materials.
- Contributed to creating game assets and promotional materials for various mobile platforms.
- Generated static and animated 2D art assets, including full-screen layouts and icons.
- Analyzed brand-related feedback, documented, and enhanced team pipelines and processes.
- Estimated workload effectively, balancing quality and efficiency.
- Utilized comprehensive understanding of the EA audience to create engaging art content.
- Developed app store optimization assets, such as app icons, for iOS and Google Play stores.

### Flinnwest Solutions Inc.

*Graphic Designer – Multimedia Artist*

White Rock, BC  
**November 2020 – November 2021**

- Designed graphics and images for social media, blogs, press releases, email campaigns, and digital ads per client preferences.
- Created motion graphics animations for digital ads, social media, and other client-requested assets, including animations for presentations.
- Collaborated with writers to produce animated explainer videos and graphics using various multimedia tools.
- Utilized video animation assets, images, illustrations, and templates to meet client needs.
- Coordinated with the art director for client approval on each project or animation.

## LNG Studios

Video Editor (Full Time - Part-time Independent Contractor)

Vancouver, BC

January 2020 – October 2021

- Edited raw videos based on client preferences, ensuring high-quality output that exceeded client expectations.
- Created animated text templates for the team to accelerate the production process and meet deadlines.
- Collaborated with the team on creative problem-solving methods to avoid production delays.
- Developed strategies to ensure the team met weekly targets.

## Prime Studio and Digital Print Center

Graphic Designer - Multimedia Artist

Philippines

February 2018 – August 2019

- Successfully performed Same Day Edit Videos for corporate events and weddings, consistently exceeding client expectations under tight deadlines.
- Awarded the “Grace Under Pressure Award” by Prime Digital Print for exceptional performance in handling rush jobs.
- Created layouts and designs based on client preferences, maintaining a professional approach to revision requests.
- Animated motion graphics to promote company products and services, contributing to increased sales.
- Edited, retouched, restored, and manipulated photos using Lightroom and Photoshop to enhance quality according to client needs.

## EDUCATION

### Bachelor of Science in Digital Illustration and Animation

May 2008 - October 2012

Ateneo de Naga University, Philippines

- Equivalent to bachelor's degree (Three years), as determined by IQAS - International Qualifications Assessment Service of Canada

## SKILLS

### Tools:

Adobe Creative Suite, MS Office, Slack, Trello, Miro, Blender

