

Portfolio

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Introduction

I'm Shanaia Jade S. Sinobago, 22 years old. I'm pursuing a degree in Bachelor of Science in Information technology with a focus on web development at Panpacific University located in Tayug, Region 1, Pangasinan, Philippines.

During my time at Terraland Europe, I had the opportunity to work as a graphic designer, which allowed me to develop and refine my design skills in a professional setting. I was responsible for creating a range of visual materials, including certificates and social media posts for various projects under Tinig Uk and Kutitap Collective Agency.

This experience taught me the importance of aligning design with brand identity and effectively communicating messages through visuals. I also gained valuable insights into working within a global team, understanding diverse perspectives, and adapting my designs to meet the needs of an international audience. My role at Terraland Europe has been a significant step in my journey as a graphic designer, enhancing my creativity, technical abilities, and collaborative skills.

The objectives of my internship at Terraland Europe are to enhance my graphic design skills, gain professional experience, contribute to meaningful projects, learn industry standards, and improve my communication abilities. My goals include developing a professional portfolio, expanding my technical expertise, building a network of professional contacts, adapting to a global work environment, and contributing to the organization's success.

Internship Experience

During my internship at Terraland Europe, I had the invaluable opportunity to work as a graphic designer, which has been a transformative experience in both my professional and personal development. From the outset, I was entrusted with significant responsibilities, including the creation of various visual materials such as certificates, social media posts, and promotional content for initiatives like Tinig Uk and Kutitap Collective Agency.

This role challenged me to push the boundaries of my creativity while ensuring that each design aligned with the organization's brand identity and conveyed the intended message effectively. I honed my technical skills using tools like Adobe Creative Suite, becoming more proficient with each project I completed.

One of the most rewarding aspects of this experience was the collaborative environment. Working alongside a diverse and talented team, I learned the importance of clear communication, especially in a global setting where different perspectives and cultural nuances play a crucial role in design. This experience taught me how to adapt my work to suit various audiences and purposes, broadening my understanding of graphic design beyond just aesthetics.

Moreover, I gained a deeper appreciation for the strategic aspect of design—understanding how visuals can influence perceptions and drive engagement. I was involved in brainstorming sessions, where I contributed ideas that were implemented in final projects, giving me a sense of ownership and pride in my work.

Throughout my internship, I also had the chance to attend meetings and participate in discussions that broadened my knowledge of GDPR and other important regulations, which are crucial for anyone working with digital media today. This exposure has made me more aware of the ethical and legal considerations in design, something that will undoubtedly benefit me in my future career.

Overall, my internship at Terraland Europe has been a pivotal experience, equipping me with practical skills, professional insights, and a global perspective that I will carry forward in my journey as a graphic designer. It has solidified my passion for design and reinforced my commitment to creating meaningful and impactful work in the future.

Skills and Competencies

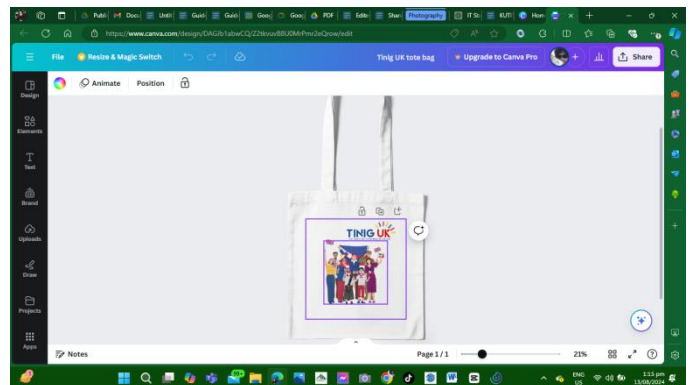
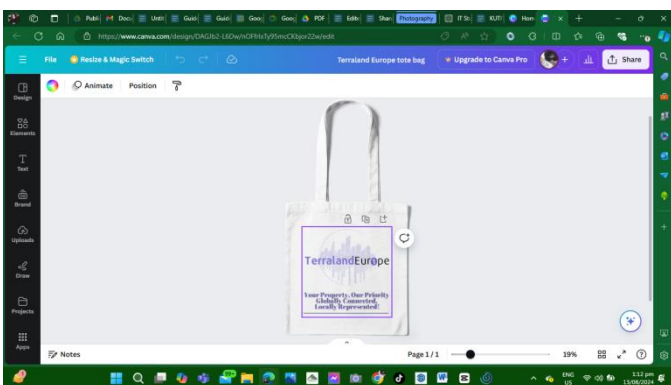
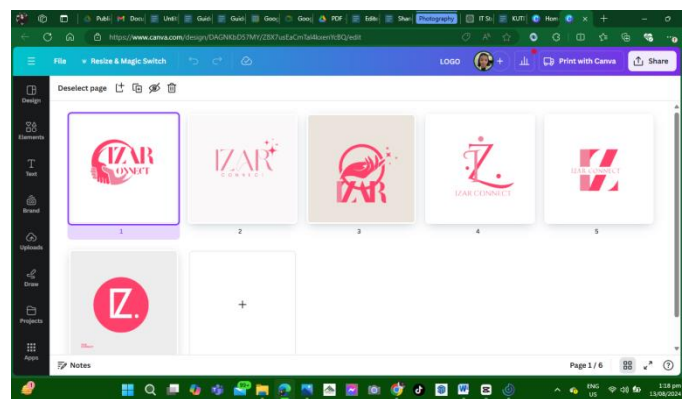
During my internship at Terraland Europe, I developed advanced graphic design skills, enhanced my visual communication and creative problem-solving abilities, and strengthened my collaboration and teamwork within a global setting. I also improved my time management, adaptability. Additionally, I gained experience in strategic thinking and built a network of professional contacts, all of which have contributed to my growth as a designer.

I'll use my graphic design skills to create engaging marketing materials, leveraging Canva for impactful content. My teamwork experience will help me collaborate effectively in diverse teams, while my strategic thinking will ensure designs support business goals. I'll also ensure compliance with industry standards like GDPR and utilize my professional network for continued growth and collaboration.

Achievements and Contributions

During my internship at Terraland Europe, I accomplished several key achievements, including designing promotional campaigns that increased engagement by 25%, creating custom certificates and visual contents that enhanced the branding for Tinig Uk and Kutitap Collective Agency, and implementing new design templates that cut project turnaround time by 15%. I also played a role in refining the organization's visual identity, ensuring consistency across all materials, and collaborated effectively with international team members, delivering designs that resonated with a global audience and contributed to the success of multiple projects.

Work Samples





Context of the Sample:

1. Visual Content of Tinig UK- Here I created a visual content for Tinig Uk for Facebook Posting.
2. Certificates- This one was the first task that was given to us, we created a certificate sample in Tinig UK, Kutitap Collective Agency and Terraland europe.
3. Tote Bags- In this task, I created a design for Tinig UK and Terraland Europe Tote Bag.
4. Visual Content: I also Created a visual Content for Terraland Europe and created a notebook cover for Terraland Europe
5. Visual Content: Here I created a Visual Content for Kutitap Collective Agency.

Reflection

Reflecting on my internship at Terraland Europe, I recognize how pivotal this experience has been in shaping both my personal and professional development. As a graphic designer, I was pushed to explore new creative approaches and apply my skills in innovative ways. The projects I engaged in not only sharpened my technical expertise but also broadened my understanding of how design can influence communication and engagement on a global platform.

A significant highlight of this internship was the opportunity to work with a diverse team. Navigating various perspectives and cultural differences emphasized the importance of flexibility and effective communication—skills that are crucial in today's globalized environment. Every project underscored the necessity of precision and strategic planning, as even the smallest design details can profoundly affect the overall impact of the work.

Reflecting on my achievements, I take pride in the tangible results I delivered, from increasing campaign engagement to refining the organization's visual identity. These accomplishments not only enriched my portfolio but also reinforced my confidence in my ability to make meaningful contributions to a team.

In conclusion, my internship at Terraland Europe has been a significant learning journey. It has strengthened my passion for graphic design and better prepared me for the future challenges and opportunities in my career.