

Catherine Coloma

Based in Basel, Switzerland

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WORK EXPERIENCE

Digital Designer

Beyond Agency Ltd. (Remote), <http://beyond.agency/>

January 2022- October 2022

- Led the design process of web and web app projects, including design systems, visual design, and prototyping.
- Developed creative concepts and produced presentation decks for clients and internal projects.
- Designed and delivered production-ready assets for print, web, and social media campaigns.
- Integrated brand visuals into cohesive digital experiences across websites, social media, presentations, and campaigns.

Art Director

Gigil (Metro Manila, Philippines), <http://gigil.com.ph/>

December 2019- January 2022

- Created concept boards and key visuals for advertising pitches and client presentations.
- Designed and executed production-ready assets for marketing campaigns, including campaign logos, brand guidelines, posters, websites, billboards, and social media posts.
- Collaborated on the ideation and concept development, and art direction of social media campaigns, integrated marketing campaigns, and commercial film.

EDUCATION

Master of Arts in Digital Communication Environments, 2022- 2025

University of Applied Sciences and Arts Northwestern Switzerland FHNW HGK (Basel, Switzerland)

- Digital Culture (Creative Coding), Practice-led Image and Media Research, Scientific Methodology, Theories of the Digital, Physical Computing, Deep Learning, Scientific Writing, Critical Theory, UX/UI Design and Interaction Design

Continuing Education in Type Design and Typography, 2024- 2026

Schule für Gestaltung Basel (Basel, Switzerland)

- Type Design, Typography, and Typeface Development in Glyphs

Introduction to Artificial Intelligence, Machine Learning, and Neural Networks, July 2023

Utrecht Summer School, University of Applied Sciences HU (Utrecht, Netherlands)

Summer Workshop in Inquiry by Design, Poster Design and Type Design, 2016- 2017

University of Applied Sciences and Arts Northwestern Switzerland FHNW HGK (Basel, Switzerland)

Bachelor of Fine Arts Major in Advertising Arts, 2015- 2019

University of Santo Tomas (Manila, Philippines)

- Advertising, Interactive Advertising, Campaign Development and New Media, Production for Electronic Media, Visual Communication, Marketing and Research Methods

AWARDS AND RECOGNITION

Netflix 'Globe'

- 2023 Effies Shortlist for Carpe Diem- Services
- 2022 One Show Shortlist for Social Media Stunts & Activations
- 2022 New York Festivals Finalist for Best Use of Digital/Mobile
- 2022 Mad Stars Finalist for Social & Influencer, Finalist for Brand Experience & Activation

- 2022 Clio Entertainment Shortlist

Netflix 'Cupids'

- 2021 AD Stars Bronze in Film
- 2021 AD Stars Silver in Video Stars
- 2021 AD Stars Gold in Video Stars

7-Eleven CLiQQ 'Catalive'

- 2021 Campaign Brief The Work
- 2020 The Best Ads on TV Feature

COMMUNITIES AND ORGANIZATIONS

Awwwards Young Jury, 2021-2024

- Evaluated web design projects for creativity and usability.

Webflow Chapter Leader in the Philippines, 2021-2023

- Founded a Webflow community in the Philippines where I host and organize events about web design & development.

PROJECTS

Digital Inabel, 2025

Master Thesis, University of Applied Sciences and Arts Northwestern Switzerland FHNW HGK

- Designed and developed digitalinabel.com, a generative web tool built with p5.js that digitizes traditional Inabel weaving techniques.
- Engineered an interactive interface allowing users to manipulate text, gradients, and patterns to create designs as inspiration for production on traditional foot-treadle looms.
- Created "Woven Grotesk," a custom typeface designed in Glyphs, featuring letterforms derived from traditional textile geometry to support the project's visual identity.

SKILLS

Design skills: Graphic Design; Visual Communication Design; Brand Design; Art Direction; Web Design; Digital Design; User Interface Design (UI); UX Design (UX); Motion Graphics;

Coding skills: HTML; CSS; JavaScript; p5.js;

Type & print skills: Typography; Type Design; Layout Design; Editorial Design; Packaging Design;

Tools: Figma; FigJam; Adobe Photoshop; Adobe Illustrator; Adobe InDesign; Adobe After Effects; Adobe Premiere Pro; Glyphs; Webflow; Shopify; Notion; Visual Studio Code; GitHub; Git; Midjourney; DALL-E; Stable Diffusion; ChatGPT; Claude Code.