



JOSEF MARI C. OLAYBAL

(+63) 998.578.6278 josefmari2002@yahoo.com

www.JosefOlaybal.com

WORK EXPERIENCE

SENIOR ART DIRECTOR
Gobo Creative Inc.
2019-2021, 2021-present

MAIN BRANDS

Watsons, SM Beauty, Superdrug, Honda (Cars, BR-V, City pitch win, CR-V), BEVI (Koji•san Classic, Koji•san Men, Koji•san Life, Defensil, Top2Tail), Nestlé Nido 3+ (pitch win), Gold Corn Cereal (pitch win), Breakfast Cereals (pitch win), Chuckie (pitch win), Maggi (pitch win)

SENIOR ART DIRECTOR
*RedBin Communications
& Brand Solutions, Inc.*
2021

MAIN BRANDS

Winston Philippines, Mighty Corporation, Go Bayong / Go BUYong (pitch win), Bellic, BMX Health

ART DIRECTOR
/ASSOCIATE ART DIRECTOR
/CREATIVE VISUALIZER
Publicis Manila, Inc.
2012-2019

2018-2019 ING Bank, Nestlé Milo (Main, Nutri-Up), Bear Brand (Sterilized, Yogu)

2016-2018 Nestlé Bear Brand (Adult Plus, Sterilized, Busog-Lusog), Rebisco Sandwich, Rebisco Crackers, Hansel Sandwich (pitch win), Hansel Crackers (pitch win), Choco-Mucho (pitch win), Babble Joe (pitch win), Frootees, Wafer-Time)

2014-2016 Nestlé Bear Brand (Adult Plus, Sterilized, Busog-Lusog),

2013-2016 Infant Nutrition (Cerelac, Gerber), Purina (Alpo, Friskies),

2013 Liquid Beverage (Nestea, Nesfruta)

2012-2013 Nestlé Ice Cream (KIMY, Drumstick, Impulse, Temptations), Nestlé Fresh Dairy (Fruit Selection Yogurt, Acti-V, Bear Brand Probiotic), Adult Wellness (Nesvita, Bear Brand Adult Plus)

GRAPHIC DESIGNER
General Ads, Inc.
2011-2012

SM Supermalls (North EDSA, Manila, San Lazaro, Sta. Mesa, Megamall, Masinag), SM Shopmag, SM Entertainment, SM Cares (Children's, PWD, EcoBag), Yokohama, Martin's Automobiles

**COMMISSIONED
ILLUSTRATOR**
Various
2008-2012

**CO-SOCIAL
MEDIA MANAGER**
ig/dupli.the.cate
2017-present

CREATIVE INTERN
Y&R Philippines
2009

CREATIVE INTERN
Publicis Manila, Inc.
2009

EDUCATION

UNIVERSITY OF THE PHILIPPINES
Diliman
*Bachelor of Fine Arts
in Visual Communication*
2010

Consistent College Scholar (1st & 2nd sem. '07-08, 1st & 2nd sem. '08-09)

more info and works at the website link above
or at <https://www.josefolaybal.com>

Contact for Character Reference