





MAXINE MAISIE NONO

DESIGNER | PROJECT MANAGER

A highly creative, multi-talented, and driven Graphic Designer & Project Manager with years of solid experience in digital, print, packaging, and fashion design.

Adept at developing brand identities, marketing campaigns, and content strategies that drive engagement and business growth. With exceptional technical skills, creativity, and collaboration abilities, I manage projects from concept to execution, ensuring high-quality, brand-aligned visuals.

Strong ability to work across luxury, FMCG, hospitality, and retail sectors, leading cross-functional teams and vendor collaborations.

Passionate about design innovation and brand growth, I am eager to take on new challenges and further develop my career.

EDUCATIONAL BACKGROUND

Magna Cum Laude

Bachelor of Fine Arts Major in Advertising Arts
Far Eastern University, Manila, Philippines (2014)

PORTFOLIO

nonomaxine.com

PERSONAL INFORMATION

Mobile Number: 0503502893

Address: Dubai, United Arab Emirates

Driver's License: Dubai

WORK EXPERIENCE

GRAPHIC DESIGNER

Bateel International – Marketing Department
July, 2023 – Present

Bateel International is a luxury food brand known for its gourmet dates, chocolates, and fine foods, with a global presence in premium retail and hospitality.

- Led end-to-end creative projects, including campaign catalogs, brochures, POS materials, event branding, and in-store displays.
- Designed bilingual (English & Arabic) menus for Bateel's premium cafés and retail stores.
- Developed website and app interfaces to ensure a seamless digital experience for users.
- Collaborated with third-party vendors, creative agencies, and suppliers to produce high-quality marketing materials.
- Created visually compelling assets aligned with Bateel's luxury brand identity.

PROJECT MANAGER | SR. GRAPHIC DESIGNER

Marketing Department - International US Division
McLane Global
June 2022 - July 2023

Project Manager

- Collaborated with the marketing director based in the U.S. to develop and implement strategies for expanding the company's presence in the GCC, primarily in the UAE.
- Managed marketing projects from start to finish, ensuring alignment with U.S. standards and localizing for the GCC market.
- Built and maintained strong relationships with local vendors (packaging, marketing agencies, exhibition companies).
- Created project timelines, budgets, and SOPs for the UAE office to align with the U.S. headquarters.

Senior Graphic Designer

- Created all marketing materials (online and offline) for the GCC and U.S. divisions.
- Developed 3D mock-ups for trade shows and POSM activations (e.g., Gulfood).
- Produced social media content (graphics, photos, videos) and managed e-commerce visuals.
- Conceptualized retail activation ideas (OOH, POSM) and designed product labels and packaging for U.S. mock-ups.

GRAPHIC DESIGNER | SOCIAL MEDIA CONTENT CREATOR

BMB Group – Marketing Department
February 2021 – June 2022

- Designed digital and print marketing materials for luxury chocolate and gourmet food brands.
- Developed POS materials, 3D mockups, and visual merchandising displays.
- Created engaging social media content, including graphics, videos, IGTV, and stories.
- Managed product photography, editing, and color grading for digital campaigns.
- Led community engagement efforts and executed brand activations.

SENIOR GRAPHIC DESIGNER

Cello Group Hospitality – Marketing Department
June 2020 – February 2021

- Designed menus, flyers, branding materials, and digital assets for Cello Group's restaurant brands and dark kitchens.
- Created aggregator banners and social media visuals for platforms like Zomato, Talabat, and Deliveroo.
- Managed social media content, product photography, and promotional campaigns.
- Conceptualized and executed restaurant branding and marketing promotions.



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REFERENCES

JERRY CHU

Head of Marketing, McLane Global
Email: jerry.chu@mcclaneglobal.com

SHRADDHA BAROT

CEO, White Label Media
Email: shraddha@whitelabelmedia.me

IHAB EL YAMAN

CEO & Founder, Memob
Email: i.elyaman@memob.com

WORK EXPERIENCE

CREATIVE DIGITAL DESIGNER

White Label Media – Creative Department

June 2018 – April 2020

- Collaborated with clients to develop branding strategies, creative briefs, and digital assets.
- Led photoshoots for brand campaigns, including product photography and flatlays.
- Created PR kits, pitch proposals, and marketing collateral for luxury brands.

Notable Clients: Kaftan Restaurant, Ibn Al Bahr, Five Palm JVC, MASTI, Bombay Bungalow, Player Sports Bar, Simit Sarayi, O Boticário

DIGITAL DESIGNER | PROMOTION

Memob – Mediaquest Corp

June 2017 – May 2018

- Designed end-of-campaign reports, case studies, and pitch presentations.
- Created animated mock-ups (GIFs & MP4s) for desktop and mobile ad campaigns.
- Developed social media ads and promotional banners for luxury and government clients.

Notable Clients: Dubai Tourism, Dubai International Project Management Forum, Mercedes-Benz, Van Cleef & Arpels, Pandora, Cartier, Sephora, Qatar Airways, Nikki Beach, Omega.

JUNIOR DIGITAL DESIGNER

Memob – Mediaquest Corp

March 2016 – May 2017

- Developed digital advertising campaigns and animated visual mockups.
- Created storyboards and presentations for client pitches.
- Collaborated with clients and agencies to ensure brand consistency.

FASHION & GRAPHIC DESIGNER

Garmentscores Inc. – Philippines

May 2014 – December 2015

- Designed apparel collections based on seasonal trends and client branding.
- Created marketing materials, catalogues, and packaging.
- Led client meetings and design presentations.

SKILLS & TOOLS

- Design & Branding: Digital & Print Design, UI/UX, Content Creation
- Software Expertise: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom
- 3D & Motion Graphics: Mock-ups, GIF Animations, Video Editing
- Marketing & Strategy: POSM, OOH, Retail Activations, Campaign Execution
- Languages: English (Fluent)

AWARDS & RECOGNITION

- Magna Cum Laude, Far Eastern University
- Overall Champion (Group), InRetrospect Textile and Fashion Show, 2014
- 1st Place (Group), Visual Merchandising Competition, Far Eastern University, 2014
- Top 4 Finalist, Fashion Thesis Category, Far Eastern University, 2014
- 3rd Place, Sola-Titus Bottle Design Contest, 2012
- 200 Visual Artist, Painting Tribute to Tandang Sora, 2012

LEADERSHIP & EXTRA CURRICULAR

- Committee Member, League of Advertising Students, Far Eastern University, 2012
- Treasurer, League of Advertising Students, Far Eastern University, 2012