



Chelli Reyes

Senior Art Director for Motion and Illustration at Canva

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Manila, Philippines

Education

Jun 2012 - Jun 2016	Bachelor of Fine Arts in Information Design from the Ateneo de Manila University Manila, Philippines
Thesis Research	<i>Kumare: Guiding Prostituted Women in Olongapo City to a Life Outside of Prostitution Through the Use of a Self-Reflexive Activity Journal</i>
Partner Org	Buklod ng Kababaihan
Jan 2015 - May 2015	Recognition of Studies Certificate (Study Abroad Program) from the University of Incarnate Word San Antonio, TX USA
Courses Taken	Interactive Design I: Basic Design and Languages, Animation Industry Seminar, History of Animation, Art History: Renaissance to Modern, Topics in Photography: Design

Selected Work Experience

Apr 2024 - (Present)	Senior Art Director for Motion and Illustration at Canva , Philippines
Description	<ul style="list-style-type: none">• Leading a trend report and developing a trends framework on visual design and social media trends in order to monitor and qualify trends to aid in informing campaigns.• Analyze internal data like user behavior and keyword searches through Looker Studio to perform post-mortems and identify content gaps in our library to inform future projects.• Author creative briefs to hand out to external partners while overseeing production, including directing and communicating with partners, to produce Animated Stickers and Graphics collections for the Canva global library.
May 2023 - Mar 2024	Art Director at Dentsu Creative , Philippines
Nov 2022 - May 2023	Art Director (Freelance) at Dentsu Creative, Philippines
Description	<ul style="list-style-type: none">• Served as Art Lead, working with copywriters and art directors, to deliver pitch presentations for TikTok Shop, HBO Max, and Unionbank, and won all three accounts.• Won an award "Shinjin Sho" or Rookie of the Year for my contributions in growing the company's client list in my first year.• Managed a team of art directors and copywriters to create materials for TikTok Shop social media, including art directing on set for video ads.
Selected Client List	Nescafe, Swiss Miss, Chowking (QSR), Mang Inasal (QSR), Nissin Foods.
Nov 2020 - 2021	2D Character Rigger at Snipple Animation Studios , Philippines
Feb - Nov 2020	2D Character Animator at Snipple Animation Studios, Philippines
Description	<ul style="list-style-type: none">• As 2D Character Rigger, built character and prop rigs in Toon Boom Harmony. Also built a comprehensible node network that could be utilized by animators.• As Character Animator, drew frame-by-frame animation in Toon Boom Harmony for scenes I was assigned on.
Credits	<i>The Proud Family: Louder and Prouder</i> Season 1 (2022 - present), Disney Television Animation <i>Jellystone!</i> (2021 - 2025), Warner Brothers Animation <i>Ducktales</i> Season 3 (2017 - 2021), Disney Television Animation

Selected Work Experience (cont.)

Mar 2019 - Feb 2020 **2D Character Animator** at [Toon City Animation](#), Philippines

Credits *Ducktales* Season 3 (2017 - 2021), Disney Television Animation
Petit Vampire (2020), Studio Canal

Oct 2017 - Jul 2018 **Script Continuity Supervisor** (Freelance), Philippines

Description

- **Oversaw continuity** of props, hair, wardrobe, dialogue and action, script, camera shot, and various aspects of filmmaking on set to ensure consistency from scene to scene.
- **Documented continuity through detailed notes** which is used in post-production.
- **Ensured logical consistency** of props and set, accurate to time period film was set in.

Credits *Sakaling Maging Tayo* (2019), Blacksheep Productions
All of You (2017), Quantum Films

Apr - Jun 2018 **Illustrator** (Freelance) at [Operation Smile](#), Philippines

Description Operation Smile is an international medical charity dedicated to improving the health of children through free surgical procedures for those born with cleft lip and palate.

- **Created illustrations** monthly for Operation Smile volunteers' uniform shirts.

Oct 2016 **Illustrator** (Freelance) at The Neighborhood, Philippines

Description The Neighborhood is online publication, that discusses pop culture, lifestyle, and trends in the Philippines. It was eventually discontinued in April 2018.

- **Created an illustration for an article** about looking at 80's cinema with 90's eyes.

Aug 2016 - Sept 2017 **Junior Art Director** at [Immersive Media](#), Philippines

Description

- Art directed digital campaigns, including social media, web/app design, and AR/VR.

Jul 2015 - Sept 2015 **Graphic Design Intern** at [Salcedo Auctions](#), Philippines

Jan 2014 - Jun 2014 **Film Production Intern** at [TBA Studios](#), Philippines

Credit *Heneral Luna* (2015), TBA Studios

Skills

Languages English - **Fluent**
Filipino (Tagalog) - **Native**

Software Adobe Creative Suite, Clip Studio Paint, Blender, Construct 3, Procreate, Procreate Dreams, Toon Boom Harmony, Canva, Google Suite, Davinci Resolve

Selected Extracurriculars

- 2015 - 2016** **Associate Vice President for External Communication** at Loyola Film Circle
2014 - 2015 **Creative Director** at Loyola Film Circle
2013 - 2014 **Creative Deputy** at Loyola Film Circle
2012 - 2013 **Creative Team Member** at Loyola Film Circle

Description Loyola Film Circle is the premiere film organization of the Ateneo de Manila University, producing student short films, film talks and events for the student body.

- As AVP for Externals, **served as the liaison for partners outside the school**, most often film professionals when they were invited to be speakers at talks and workshops.
- As Creative Director, **led, managed, and upskilled a team of 10-15 student creatives** as we produced all design collaterals to promote the org's events and projects.
- **Served as Production Designer** for a series of [yearly short films for freshman orientation](#) which was screened to around 2,000 freshmen.

- 2013 - 2014** **Illustrator (Monthly Contributor)** at [The GUIDON](#)

Description Established in 1929, The GUIDON is the official student publication of the Ateneo de Manila University.

- **Created 1-2 illustrations**, ranging from spot to infographics, to accompany published articles online and in print, distributed around campus monthly.

- 2012 - 2013** **Block Representative** at Sanggunian ng mga Paaralang Loyola ng Ateneo de Manila

Description The Sanggunian is the official student government body of the Ateneo de Manila University.

- **Ran for, campaigned, and was elected as representative** for my Block where I made sure my classmates' voices and interests were heard regarding official school matters.

Professional Development

- Nov 2025** **Indie Game Dev for Non-Coders** at Nightschool

Description An introductory workshop to Game Design and Development, discussing the MDA framework and culminating in building a short prototype game in Construct 3.

- Jul 2018 - Nov 2018** **Fundamentals of Animation** at Toon City Academy

Description An intensive workshop focusing on hand drawn frame-by-frame animation.

- **Created animations** from the foundational bouncing ball to various walk cycles, with each exercise being **evaluated and graded by an instructor**.
- Graduated and completed the workshop **with the recommendation to apply professionally at Toon City Animation**.

- Dec 2018 - Mar 2019** [Ricky Lee Film Scriptwriting Workshop](#)

Description A scriptwriting workshop taught by **National Artist Ricky Lee**, the most awarded and prolific scriptwriter in the Philippines.

- **Participated in an intensive 10-week scriptwriting workshop** where we were guided how to write from idea to sequence treatment to full-length script.
- **Wrote a full-length film script** as a requirement to graduate the workshop.
- **Participated in writing and review sessions with my workshop cohort** where we gave each other feedback for our scripts in development.

Volunteer

Jul 3-5, 2024 **Career Spark Day** at Canva, Philippines

Description Career Spark Day is a program aiming to help low socio-economic status students learn about diverse career paths.

- **Presented as part of a panel** in front of an audience of fifty Grade 11-12 students from *President Diosdado Macapagal High School*, sharing my career journey and learnings.
- As a panelist, **answered questions regarding career journey and advice.**
- **Facilitated smaller groups of ~10 students** in a session where they were encouraged to ask panelists any career questions they had.

May 5, 2019 **Art Watercolor Workshop** at [Tulong sa KapwaKapatid Foundation \(2KK\)](#), Philippines

Description 2KK, roughly translated "*to help our fellow brothers and sisters*", is a volunteer organization whose mission is to empower less-privileged youths through education, and this specific workshop's goal was to teach watercolor painting to a group of around 40 children.

- **Taught watercolor painting** to a smaller group of 3-5 underprivileged kids aged six to ten years old from the area of *Gawad Kalinga Paradise Heights* in Tondo, Manila.

Events Attended

Sept 6 - 14, 2025 **Bad Game Jam 2025**, Philippines | itch.io

Description Bad Game Jam is a hybrid event consisting of talks, art markets, and workshops about game-making, culminating in a game jam showcase at the end of the week.

Oct 2022 [Komiket Art Market](#), Philippines

Feb 2020

Feb and Oct 2019 Komiket is a non-profit organization that organizes comics art markets and publishes Filipino komiks with events taking place throughout the year.

Oct 2018

- **Exhibited and sold my art** in the form of stickers, prints, pins, and a **self-published zine** *Five Months Abroad* which I wrote and illustrated myself.

Oct 2022 **Sticker Con MNL**, Philippines

Feb 2020

Oct 2019 Sticker Con is the biggest sticker art market with events throughout the year.

- Exhibited and sold my art, **focusing mostly on stickers.**

Oct 2019 [BGC Art Mart](#), Philippines

BGC Art Mart is an art market geared towards supporting and connecting local artists.

- Exhibited and sold my art, with a **focus on handcrafted clay pins.**