

Vener Sarmiento

I love solving business problems with awesome designs and great user experience.



I have over 18 years of Digital Product Design, Creative Direction and Digital Marketing Experience with focus on E-Commerce & Omni-Channel Strategy.

Head of Design

AEDBuilder.com | October 2020 – Present
Abu Dhabi, United Arab Emirates

Lead a team of designers and digital marketing executives to plan & implement digital campaigns across all digital properties of AEDBuilder Clients. I'm also leading all digital meetings to determine project needs & professional requirements, identifying the correct course of action by ensuring digital initiatives & efforts are driven towards company objectives & direction.

Senior Creative Design Manager

Landmark Group's Web Team | 2014 – 2020
Dubai, United Arab Emirates

Managed a team of designers and led all creative projects from concept to production of the following brands: Splash, Max, Home Box, Lifestyle, Home Centre, Babyshop and Shoe Mart. Instrumental in both the designer/stakeholder relationship.

Key Achievements:

Conceptualized and designed Landmark Group's biggest campaign property known as "Shopathon". It was originally created as an annual campaign for LandmarkShops.com.

Education

Leadership & Social Entrepreneurship

Ateneo de Manila University
2019

Digital Marketing

Udemy.com
2018

Adobe Creative Suite

Skillz Middle East
2016

Microcomputer System Technology

ICCT Colleges
2000

Skill Set

Art & Creative Direction
Strategy & Branding
Graphic Design
Mockups & Wireframes
Information Architecture
User Interface Design
User Experience
Project Management
Social Media Marketing
Web Analytics
Web Optimization

UI/UX Designer

Landmark Group's Web Team | 2012 – 2013

Dubai, United Arab Emirates

Responsible for the user experience, user interface, interaction design and visual design across all platforms. Develop and maintain conceptual wireframes, high-fidelity mockups, information architecture diagrams, interaction specifications and prototypes. Develop style guides, visual design patterns and supporting graphics for new and existing products.

Key Achievements:

Launched 3 great brands (Splash, Babyshop and Emax) on 3 different platforms (Desktop, iOS and Android).

Project Manager

Landmark Group's Web Team | 2011 – 2012

Dubai, United Arab Emirates

Responsible for the successful delivery of Phase 1 and Phase 2 strategy of Landmark Group's e-commerce project working alongside HUGE, Inc New York. Working with multiple consultants on research and finding solutions on all aspects of running an enterprise level commerce business from tech infrastructure to branding, design and marketing.

Key Achievements:

Successful delivery of Phase 1 and Phase 2 strategy of Landmark Group's e-commerce business. Proposed the implementation of both Basecamp and Asana as our Project Management tools for the entire group.

Web & Graphic Design Manager

Landmark Group's Home Centre | 2008 – 2011

Dubai, United Arab Emirates

Managed a team of designers, leading all creative processes from concept to production of all Home Centre's digital requirements. Instrumental in both the designer/stakeholder relationship.

Tools

List of tools and services I'm actively using both in my professional and personal projects.

Graphic Design

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Motion Graphic

Adobe After Effects
Adobe Premiere
Adobe Animate

Web Design

Figma
Adobe XD
Sketch
Zeplin
HTML/CSS
Javascript
InVision
Webflow
WordPress
Drupal
Joomla

Project Management

Basecamp
Asana
Trello
Wunderlist

CRM & Automation

Marketo
HubSpot
Active Campaign
Zoho CRM
Zapier

Key Achievements:

Conceptualized, design and develop the Home Centre Intranet and Price Tag Online Creator. These web services streamlined the process of communication and sharing of assets between stores across the Middle East and MENA region.

Mobile App Design & Development

Adalo
Bubble
Airtable
GoodBarber

Professor

Informatics Ortigas | 2006 – 2007

Pasig City, Philippines

Teaches short term courses on the following topics:

Foundation of Graphic Design
Web Programming with JavaScript
Advanced Web Design with HTML & CSS

Key Achievements:

Assist in developing a stronger curriculum with focus on Graphic Design, Web Design and Scripting using HTML, CSS & JavaScript .

Professor

ICC Colleges | 2001 – 2002

Cainta Rizal, Philippines

Teaches short term courses on the following topics:

Programming Concept & Design
Desktop Publishing with Corel Draw
Animation Design with Macromedia Flash

Contacts

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