

Ronaldo dela Cruz

PORTFOLIO

Turning concepts into creative journeys



EXPLORE
HERE

www.ronaldodelacruz.com

CONTACT ME (+63) 992-408-5900

contact@ronaldodelacruz.com

VISUAL SOLUTIONS FOR LASTING IMPRESSIONS

I am a creative professional with over 15 years of experience in floral design and recent strong expertise in graphic design and digital content creation. I specialize in producing designs for social media, marketing campaigns, and brand promotions, blending creativity, attention to detail, and customer-oriented service to deliver visuals that elevate brand presence.

CERTIFICATIONS



TESDA Online Program
https://www.tesda.gov.ph
Telephone: (02) 8887 7777
tesdaonlineprogram@tesda.gov.ph

Visual Graphic Design NC III



GRAPHIC DESIGN

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Canva

SOCIAL MEDIA

- Content Creation
- Management

CUSTOMER SERVICE

- Client Relations & Support

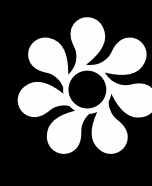
MARKETING COLLATERAL

- Posters
- Banners
- Ads
- Newsletters

FLORAL DESIGN

- Custom Arrangements
- Styling

CORE SKILLS



To apply my graphic design and visual storytelling skills in creating impactful designs that communicate brand identity and engage audiences.



To contribute my expertise in branding, digital content, and eCommerce while continually growing my creative and technical skills.



To apply my design skills, detail orientation, and problem-solving to create visuals that inspire and drive business results.

SAMPLE WORKS



BRAND PERSONALITY & VOICE

Let every emotion bloom with **FlowerTalks**,
Because Flower Says It All

TYPOGRAPHY

Brighten someone's day with our fast and fresh
flower delivery—perfect for any occasion!

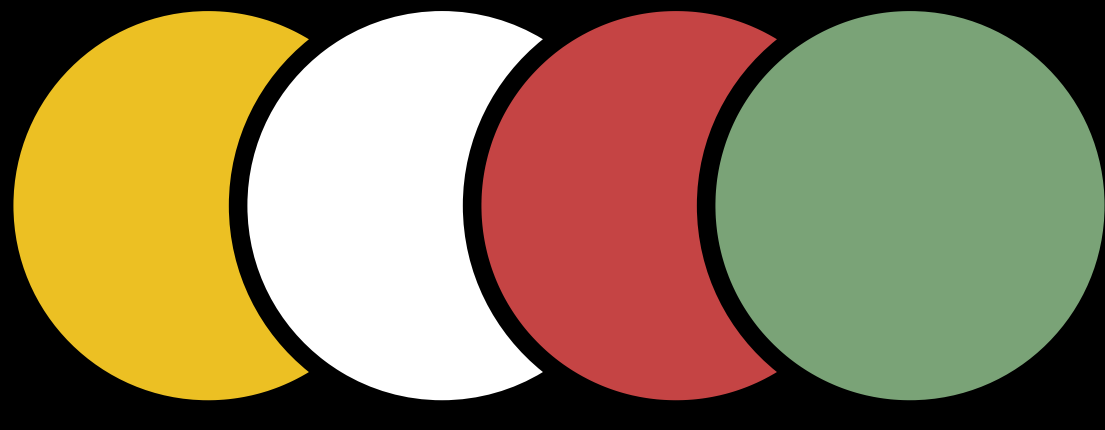
Order Now!

IDEA MEDIA

"Every great journey starts with a single
step, and ours begins with a single bloom."

www.flowertalks.com.ph

BRANDING



VIDEOS



Scan to view google drive
for the raw materials



Iced COFFEE

Made for hot days and cool
vibes. Iced coffee never tasted
this good.

ORDER NOW

09510512333



SPECIAL COLLECTION latte



Iced Caramel Latte
65.00



Iced Choco Latte
60.00



Iced Latte
55.00



Salted Caramel Latte
60.00

09510512333

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JESSICA MAE ROQUE

REACH OUT FOR INQUIRIES



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THANK YOU FOR YOUR TIME