



Lindzel Suzara

Design Manager

Nationality : *Filipino*

Yrs of Experience: *15yrs*

Holding Visa Type: *Employment Pass*

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ABOUT ME

Passionate Brand Builder – developing and creating distinct and iconic products and In-store executions. In my current role as Design Manager at P&G Personal Healthcare (AMA), I am a strategic partner to the Regional Brand team co-creating packaging design, offline & online In-store assets for 9 markets in AMA. Part of my responsibility is to ensure that our design assets are strategically developed to build brand's visibility and value across multiple touchpoints.

I am a well-rounded designer, capable of 3D/2D skill sets, with a Bachelor's Degree in Industrial Design. I've been practicing design for 15 years, across different categories - Travel Retail (Liquour, Tobacco, Cosmetics), Health Care, Events & Product Design.

On a personal level, I possess a confident demeanor along positive mindset and agility. Furthermore, I am someone who is calm by nature and who can think on my feet in a range of unforeseen situations.

EXPERIENCE

DESIGN MANAGER (AMA PERSONAL HEALTHCARE)

PROCTER & GAMBLE, SINGAPORE

MAY 2021 TO PRESENT

HEAD OF DESIGN

INSPIFY, SINGAPORE

SEPTEMBER 2020 TO APRIL 2021

DESIGN LEAD

GSK, SINGAPORE

FEBRUARY 2019 TO DECEMBER 2019

ASSOCIATE DESIGN DIRECTOR

FILTR, SINGAPORE

OCTOBER 2017 TO JANUARY 2019

SENIOR RETAIL DESIGNER

CIRCLESQUARE, SINGAPORE

SEPTEMBER 2016 TO OCTOBER 2017

JUNIOR ART DIRECTOR

VMDS PTE LTD, SINGAPORE

AUGUST 2012 TO FEBRUARY 2016

EVENTS DESIGNER

SPOC SOLUTIONS PTE LTD, SINGAPORE

MAY 2010 TO AUGUST 2012

TOY DESIGNER

GLOBAL PROCUREMENT INC., PHILIPPINES

OCTOBER 2009 TO APRIL 2010

PRODUCT DESIGNER

AYALA MUSEUM, PHILIPPINES

MAY 2007 TO SEPTEMBER 2009

SKILLS

3D STUDIO MAX

AUTOCAD

ILLUSTRATOR

PHOTOSHOP

INDESIGN

SKETCHUP

PC/WINDOWS

MAC OS

EDUCATION

BS, INDUSTRIAL DESIGN

De La Salle - College of Saint Benilde

Philippines

2003 - 2007

SECONDARY SCHOOL

Elizabeth Seton School

Philippines

1999 - 2003

AWARDS

PROCTER & GAMBLE

CEO AWARDEE

FY 2022- 2023

GERMAN ACADEMIC EXCHANGE SERVICE

- DEUTSCHER AKADEMISCHER

AUSTAUSCH DIENST (DAAD)

Study visit scholarship

Germany

April 2007

DEAN'S LISTER, SECOND HONOUR

De La Salle - College of Saint Benilde

Philippines

2005 - 2006 (1st and 3rd Trimester)

DEAN'S LISTER, SECOND HONOUR

De La Salle - College of Saint Benilde

Philippines

2003 - 2004 (1st Trimester)

JOB DESCRIPTION

DESIGN MANAGER (AMA PERSONAL HEALTHCARE)

PROCTER & GAMBLE, SINGAPORE

MAY 2021 TO PRESENT

Design leadership for Brand Expression, Shopper, Digital, & Packaging to deliver brand and category objectives whilst embedding Design best practice and culture of Design Thinking and execution. Creative lead working across PHC category portfolio such as Vicks, Voost, Zzzquil, Sangobion, Neurobion, SlowMag, Metamucil

- Well-rounded hands-on 3D/2D designer from Brand Expression, Packaging, Shopper, & Digital
- Oversee regional toolkit deployment, ensuring assets are well designed based of Brand Architecture and executed fit for use for each market.
- Strong understanding in the shopper journey and broad capability in shopper insights.
- Leads and Collaborate design development across multi-function (Marketing, Sales, R&D, A&I).
- Effective management of design agencies with a cost-conscious approach to budget utilisation.
- Established great partnership and collaborate with creative agencies to generate impactful work that incorporates meaningful and distinctive brand assets.

HEAD OF DESIGN

INSPIFY, SINGAPORE

SEPTEMBER 2020 TO APRIL 2021

Inspify is a retail-tech company that aims to revolutionize the future of the luxury retail industry by enhancing brand's value proposition and optimize each touchpoint with tomorrow's luxury consumer.

- Develop unique cross-platform creative digital content in various formats.
- Creation of content plans, ampications of digital strategies and best practices to present and optimize content and creative.
- Oversee design and development across the organisation to help plan, create and coordinate creative assets.

DESIGN LEAD

GSK, SINGAPORE

FEBRUARY 2019 TO DECEMBER 2019

- Design leadership for all Shopper marketing projects - focusing on delivering desired Brand experience.

***Pain Category** - Panadol Children Global Toolkit*

***Skin Category** - Physiogel Always-On Global Toolkit*

***Digestive Health Category** - Eno Food Fight Campaign Platform - Global and Local Toolkit*

***Cross Category** - Smile Train GSK Partnership Global Toolkit*

- Design support for Brand, Packaging, E-Commerce and Web

ASSOCIATE DESIGN DIRECTOR

FILTR, SINGAPORE

OCTOBER 2017 TO JANUARY 2019

- Concept ideation, through design sketches and supporting materials to communicate design solutions and push the creative boundaries.
- Produce perspective drawings and technical drawings to best standard.
- Assists Design Director in project team meetings as well as presentations internal and external partners.
- Point of contact for the studio and help manage competing project workloads.
- Manage a team of 5 retail designers and 2 graphic designers which includes the maintenance of basic HR functions such as conducting performance reviews, leave requests and assisting with recruitment and induction.
- Provide guidance and advice for members of the design team.

SENIOR RETAIL DESIGNER

CIRCLESQUARE PTE LTD, SINGAPORE

SEPTEMBER 2016 TO OCTOBER 2017

- In-charge of design conceptualisation for every assigned client.
- Present ideas to client for better understanding of design concepts.
- Take project from brief to final requirement delivery and production assistance.
- Design and conceptualize 3D/2D assets.
- Ensures and provides fit for use artworks for production.

JOB DESCRIPTION

JUNIOR ART DIRECTOR/RETAIL DESIGNER

VMDS PTE LTD, SINGAPORE

AUGUST 2012 TO FEBRUARY 2016

- Supervise Creative team's job brief timetable and workflow.
- Present ideas related to the improvement of design standards of the creative team.
- Ensures that design briefs are fully understood by designers and share creative ideas during brainstorming.
- In-charge of space planning and floor layout.
- Take project from brief to final requirement delivery, production and setup.
- Design and conceptualize 3D/2D assets.
- Ensures and provides fit for use artworks for production.

EVENTS DESIGNER

SPOC SOLUTIONS PTE LTD, SINGAPORE

MAY 2010 TO AUGUST 2012

- To understand event's brief and conceptualize program ideas for events.
- Design and conceptualize overall design theme for the event.
- Design all graphic design for promotional collaterals.
- In-charge of space planning and floor layout.
- Design and conceptualize stage design and overall decorations.
- Preparation of final artwork.

TOY DESIGNER

GLOBAL PROCUREMENT INC., PHILIPPINES

OCTOBER 2009 TO APRIL 2010

- Ensures all Marketing requirements in terms of graphic design, and creative product development.
- Supervise Creative team's job order timetable and workflow.
- Design and conceptualize licensed promotional materials such as premiums and toys.
 - To work on client's licensed products (Cartoon Network, Nickelodeon, Warner Bros., and Marvel)
- Design and conceptualize corporate giveaways.
- Design and conceptualize company brochure and website.

PRODUCT DESIGNER

AYALA MUSEUM, PHILIPPINES

MAY 2007 TO SEPTEMBER 2009

- Design and conceptualize products using Ayala Museum artworks in connection with on-going and upcoming Exhibitions.
 - Paper products
 - Gift Items
 - Corporate give-away and accessories
- Coordinate with Artists/Clients to customize products to client's requirements.
- Design/layout promo collaterals and prepare files according to specifications of suppliers.