



# Nina Fajardo

Designer / Creative Lead / Content Marketing

## PROFILE

Designer and creative lead based in Seoul with 10+ years across brand identity, content marketing, and web design. I have built visual systems for gaming platforms, media companies, and tech startups, spanning print, digital, and Web3. My work sits at the intersection of design and strategy: I don't just make things look good, I make sure they say the right thing to the right people.

## CONTACT

Seoul, South Korea  
meininafajardo@gmail.com  
+82 10 6576 9105  
www.ninafajardo.com

## VISA STATUS

E-7-1 (Specific Activities)  
*Open to future visa sponsorship  
for the right opportunity.*

## SKILLS

Brand Identity  
Art Direction  
UI/UX Prototyping  
Responsive Web Design  
Content Marketing  
Social Media Strategy  
Creative Management  
Professional Photography

## TOOLKIT

### Visual

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Express

### Interactive

Figma  
Webflow  
WordPress  
Sketch  
Adobe XD  
HTML & CSS

### Marketing

Intercom  
Mailchimp  
Vero  
Adobe Creative Suite

## EXPERIENCE

### Founder / Brand Designer / Product Designer

Levly (levly.app) — Independent *March 2026*

Conceived and built Levly, a KIIP (Korean Immigration and Integration Program) learning web app for foreigners living in Korea. Handled the full scope independently: product concept, brand identity, UI/UX design, and content strategy. Designed the app to serve foreign nationals preparing for KIIP tests and navigating residency requirements, with a focus on making dense immigration content feel clear and approachable. Built with a warm, modern brand identity and a content system tailored to the Southeast and South Asian community in Korea.

### Design Lead / Content Marketing Manager

NOD Games *2023 — Present*

Led brand design and content marketing across four game titles simultaneously: League of Kingdoms, LOKC, League of Kingdoms Hunters, and Arena-Z. Owned the end-to-end visual identity for each title, from media kits and brand guidelines to campaign assets, mascot design, and in-game UI. Produced 50+ assets per campaign cycle across social, web, and paid media channels. Introduced AI-assisted workflows (Midjourney, Stable Diffusion, Claude) to scale content output without sacrificing brand consistency. Designed performance creative for Google Ads across 4+ campaign rounds and delivered full App Store listing assets and app icon for LOKH. Represented the company's visual presence at Gamescom 2023 in Cologne and Korea Blockchain Week 2024 and 2025.

### Web Designer

Shakr Media *2017 — 2023*

Designed and developed the full web presence for a B2B video marketing platform, including landing pages, UI components, and marketing collateral, built in Figma and shipped in Webflow. Worked directly with developers to design and spec new product features, maintaining a consistent visual language across all digital and offline touchpoints. Created custom illustrations to communicate complex platform concepts clearly and on-brand. Sole designer responsible for both product-facing and marketing-facing design over a 6-year tenure.

### Digital & Print Content Coordinator

AS White Global *June 2017 — July 2017*

Embedded with the marketing team for Meridian Lawyers (AU) to manage cross-channel content production: website updates via WordPress, social media publishing, and print collateral design. Handled SEO-aligned content publishing through to newsletters and brochures in Adobe Creative Suite, all while maintaining strict brand compliance for a professional services client.

### AI Tools

Midjourney  
Stable Diffusion  
Claude

### LANGUAGES

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English — Native  
Filipino — Native  
Korean — Basic

### EDUCATION

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#### BA in Multimedia Arts

De La Salle — College of St.  
Benilde

2011 — 2015

#### Short Course: Print Media Art

First Academy of Computer  
Arts

2011

#### BS in Pharmacy (partial)

University of Santo Tomas

2008 — 2010

### Multimedia Designer

Boutique Outsource Solutions 2015 — 2017

Managed brand, marketing, and digital presence for National Mortgage Company / Australian First Mortgage, an Australian white label financial client. Developed the full visual identity system, produced campaign assets across print and digital, and handled end-to-end HTML email marketing via Habitat Mail. Maintained the company intranet (IntraSite) and collaborated directly with IT on technical resolution. Primary designer across all client-facing materials for two years.

### Creative Director

Motivational Press Sept 2011 — April 2014

Directed the visual identity of Travel International and Motivational Minds print magazines, from image sourcing and layout design to print-ready production in Adobe InDesign. Managed Speaker Kits and brand collateral for Motivational Press authors and speakers.

### Magazine Designer

The Australia Times May 2014 — December 2014

Designed layouts across 9 magazine titles including Gourmet, Games, Music, Sport, Fashion, Geo, Ink'd, Poetry, and Australian Grown, working directly with editors to execute each title's distinct visual tone while adhering to brand standards and press-ready specs.

### ACHIEVEMENTS

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Exhibitor, Multimedia Arts Festival 2015 — De La Salle, College of St. Benilde

Guest Speaker, Photoshop Seminar 2011 — Philippine Association of Food Technologists, UP Diliman

Graphika Manila, Conference on Creativity — SMX Convention Center, 2014