

Sofia Abrogar

Phone: +63 917 846 1020
Instagram: @visual.sof
Email: sof.abrogar@gmail.com

visual-sof.online

Designer / Artist /
Fond of beautiful
things

SOFTWARE	Adobe Photoshop Adobe Illustrator Adobe InDesign Procreate
SKILLS	Brand identity Event design Merchandise & packaging Design for print + etc
INTERESTS	Music Books & Poetry Anime & Manga Photography & Videography Specialty Coffee Home Cooking



Education

Bachelor of the Arts Degree in Journalism

Magna Cum Laude
University of the Philippines - Diliman

Aug 2017 - June 2022

Humanities & Social Sciences Graduate

with Honors
Miriam College High School

June 2013 - June 2017

Experience

Graphic Designer

Freelance

2022 - Present

Whether it's on a full branding project, an event promotion campaign, or the simplest revision work, I've collaborated with clients across various industries to bring their best visions to life, creating designs that will live and age with grace.

SELECT CLIENTS: Rustans The Beauty Source, Maya, Freedom Hospitality Group

Co-Founder & Creative Director

SYQL Productions

SEE SYQL PROD HERE

instagram.com/syqlprod

Dec 2022 - Present

As the Manila-based independent event prod house's creative director, I conceptualize, direct, and execute diverse publicity campaigns tailored to each of our events. This includes creating unique promotional material that incorporates custom typography, photography, and video elements beyond just graphic designs. I also help develop thoughtful marketing strategies based on trends and audience behavior, building a community across the Philippine creative scenes.

Liaison

Philippines Art Events, Inc.

Aug 2023 - Present

I work as part of the main organizing team behind Art Fair Philippines and Art in the Park, two of the country's biggest annual contemporary art events.

My responsibilities include coordinating with local and international galleries, art collectives, and other participating organizations. I also organize talks, workshops, and programs – from which I continue to build a growing network of artists, art educators, and other cultural workers in and out of the Philippines.

Multimedia Reporter

Inquirer.net

SEE MY BYLINE HERE

newsinfo.inquirer.net/byline/sofia-abrogar

Apr - July 2023

My responsibilities included writing an average of 3-5 news stories a day, pitching and pursuing feature stories, delivering breaking news and news updates via social media, and photographing news events.

Barista

Odd Cafe

Aug 2022 - Feb 2023

Pursuing my love for third-wave coffee, I prepared and served specialty coffee drinks, tea, cocktails and pastries at the Salcedo-based vegan cafe. I also participated in recipe development; ensured smooth opening, closing, and shift transitions; and completed other pertinent admin tasks.

I also represented the cafe at the 2022 Philippine Aeropress competition, going as far as the Top 9 of nearly 100 participants.

Photo Editor / Chief Photographer

Tinig ng Plaridel – College of Mass Communication, UP Diliman

Aug 2020 - July 2021

My duties on the campus publication's editorial board included photographing political news events, greenlighting all images released by the publication, editing photoessays and photo features, directing a team of photojournalists, coordinating and managing on-ground coverages, and co-handling TNP's social media.

News, Photography, and Multimedia Staffer

Tinig ng Plaridel – College of Mass Communication, UP Diliman

2019-2020

2021-2022

I wrote articles on UP Community issues, one of which won an award for Best In-Depth News at the 5th National Campus Journalism Awards. I also provided live photo and video coverage of major university and national protests and press conferences.

Public Relations Account Management Intern

Agents International, Inc.

2021

I wrote press releases and copy for various corporate clients including Metrobank, DivinaLaw, and Goldilocks. I also worked with political clients, writing articles and columns, and creating brand identity elements and campaign material.