

## **EISEN BERNARD V. BERNARDO**

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*Conceptualized, wrote, and designed various communication, education and public awareness (CEPA) materials; laid out publications; and produced audiovisual materials for local and international research organizations. Taught subjects in writing for print media, visual and graphics design, and layouting. His Mag+Art and Album+Art digital collages and other graphic design projects were featured in various international media platforms.*

### **Work Experience**

**Senior Communication Specialist**, CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia (CAAFS SEA), June 2017 – present

**Web Content Consultant**, Office of Public Relations, University of the Philippines Los Baños, April to June 2017

**Creatives Officer**, Communication and Public Affairs, ASEAN Centre for Biodiversity, May 2016 to March 2017

**Multimedia Producer and Writer**, Communication and Public Affairs, ASEAN Centre for Biodiversity, January 2014 to April 2016

**University Extension Associate**, Office of Public Relations, University of the Philippines Los Baños, February 2007 to December 2013

**University Research Associate**, Office of the Chancellor, University of the Philippines Los Baños, June 2006 to February 2007

**Part-Time Faculty**, De La Salle University Canlubang, Biñan, Laguna, 2006 to 2008

### **Education and Accomplishments**

**Master of Science in Development Communication**, minor in Environmental Science, University of the Philippines Los Baños, 2017

**Bachelor of Science in Development Communication**, major in Educational Communication, University of the Philippines Los Baños, 2006, *Cum laude*

Winner of the People's Voice Award in the 21st Webby Awards (Social -Music Category) for his Album+Art Instagram account. Recipient of the College of Development Communication Alumni Association Outstanding Student Leader Award; Most Outstanding Member, UPLB Development Communicators Society; and President Gloria Macapagal Arroyo Leadership Award.

## Professional Highlights

### Print Design

Laid out and designed various CEPA publications of ACB such as the ASEAN Biodiversity Outlook 2, Annual Report, ACB and AMS Cooperation Series, policy briefs, ABS Bulletin, ACB toolkit, CEPA brochure, and ASEAN Heritage Parks (AHP) Conference Proceedings. Designed covers for the ACB Biodiversity Magazine.

Conceptualized, designed, and produced corporate publications for UPLB such as the Annual Report, Chancellor's End-of-Term Report, Executive Report, Prospectus, annual calendar, student's planner, and brochures and primers.

Tapped by various government agencies and international organizations such as the International Potato Center (CIP); Philippine Rice Research Institute (PhilRice), Philippine Rural Reconstruction Movement (PRRM), and the Rice Watch and Action Network (R1) initiative on brown rice; the Department of Agriculture-Bureau of Agricultural Research; the Department of Agriculture (DA)-Department of Agrarian Reform (DAR)-Department of Environment and Natural Resources (DENR) National Convergence Initiative, the Philippine Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD), the Economy and Environment Protection for Southeast Asia (EEPSEA), Bureau of Biodiversity Management-DENR and the Department of Science and Technology (DOST) to layout print materials.

### Infographics and Illustrations

Created the BuliLit Board Books – reimagination of Philippine literary classics for children ages 0 to 4. BuliLIT board books such as *Noli Me Tangere*, *Florante at Laura*, and *Ang Alamant ng Ibong Adarna* combine charming story elements with basic concepts such as numbers, colors, and shapes.

Other notable experiences in illustration include Tahanan Book's *Philippine Proverbs* book by the award-winning author Neni Sta. Romana-Cruz; the children's book *The Adventures of Gabby Ghas*, also published in the Visayan, Ilokano, Bikolano, and Tagalog languages, commissioned by the Asia Rice Foundation; and the National Research Council of the Philippines-funded comics for the promotion of indigenous natural resource management titled *Ang Kakaibang Bulaklak* and *Ang Hiwaga ng Gubat*.

Prepared infographics and illustrations for ACB's policy briefs, annual reports, and feature articles published in the Biodiversity Magazine, ACB website, and the Business Mirror's Biodiversity Sunday section.

### Branding and Product Design

Prepared the ACB Branding Style Guide. Designed the icons for the ACB's thematic areas. Prepared the branding guidelines of the ASEAN Biodiversity Heroes, GIZ-ACB projects such as the Biodiversity-Based Products, Institutional Strengthening of the Biodiversity Sector,

and the Small Grants Programme, and on using the AHP logo. Designed materials for various ACB events such as the ASEAN Conference on Biodiversity 2016, 5<sup>th</sup> ASEAN Heritage Parks Conference, 2<sup>nd</sup> ASEAN Biodiversity Run, ASEAN CEPA Workshop, ASEAN Champions of Biodiversity, taxonomy workshops, and AHP workshops.

Designed the promotional materials used during the UPLB Commencement Exercises, Loyalty Day, Foundation Day, Centennial Lecture Series, and other university events.

Designed CEPA materials such as brochure, booklet, and park interpretation signages for the Makiling Botanic Gardens.

Crafted logos for the Los Baños Science Community Foundation, Inc., College of Human Ecology, UPLB; Center for Technology Transfer and Entrepreneurship; Kalabasa Photography, For Keeps Events Specialist, Infusion Mobile Bar, and Sine Caboloan Co. Ltd.

Chosen by indie film director Christopher Gozum, to conceptualize, design, and produce various DVD covers, posters, and press kits for his films showcased in various local and international film festivals. Designed labels for Goyena's Tropical Fruit Wine.

### **Exhibit Design**

Conceptualized and created digital artworks exhibit for the 5<sup>th</sup> ASEAN Heritage Parks conference in Myanmar on October 2016.

Designed and created artworks for the ASEAN Day exhibit at the Cultural Center of the Philippines from 19 -23 August 2015. Titled *A SEA Story*, the exhibit showcased digital artworks depicting mythology and biodiversity conservation. The exhibit was also displayed during the 2015 ACB Governing Board meeting in Kuala Lumpur, Malaysia; ACB Day celebration in Laguna, Philippines; and 2015 East Asia Seas Congress in Da Nang Viet Nam.

Designed exhibits for ACB events like the ACB 10<sup>th</sup> anniversary, ASEAN CEPA Workshop, ASEAN Champions of Biodiversity, AHP Conference, and the Syensaya's Wonderama exhibit.

### **Web and Social Media Design and Management**

Served as head of the ACB Social Media Team and prepared the social media communication strategy. Provided updates for the ACB's Facebook page. Selected to head the web enhancement committee which is task to improve the aesthetics and functionality of the ACB website ([www.aseanbiodiversity.org](http://www.aseanbiodiversity.org)).

Former content provider for the UPLB website. Served as the administrator of the university's social media accounts.

His Album+Art Instagram account (@albumplusart) is nominated in the 2017 Webby Awards (dubbed as the Oscars of the internet) in the Social Media - Music Category. His Album+Art project is against the Instagram accounts of Rolling Stone, StreetMusicMap, McCann

London, and #beckWOW Instagram campaign. The recognition is given by the International Academy of Digital Arts and Sciences.

Chosen as one of the finalists in the Philippine Blog Awards 2011 (Culture and Arts Category) for the Pinoy Criterion Collection ([www.pinoycriterion.tumblr.com](http://www.pinoycriterion.tumblr.com)).

### **Events Management**

Part of the ACB anniversary celebration committee that organized the 2015 ACB Day and the 2<sup>nd</sup> ASEAN Biodiversity Run. Coordinated and organized the 2014 ASEAN CEPA Workshop. Coordinated and prepared the materials and mechanics for the ACB's 2014 Poster Making Contest. Assisted in the ASEAN Champions of Biodiversity; the Science Film Festival (also served as a jury member); and ACB school forum series.

Part of the organizing committee of various UPLB activities such as Commencement Exercises, Loyalty Day, Foundation Day, Centennial activities, concerts, and other university events.

### **PowerPoint and Audiovisual Presentation**

Prepared presentations for the ACB Governing Board and the ASEAN Working Group on Nature Conservation and Biodiversity meetings. Designed PowerPoint presentations for ACB like the ACB and AMS Cooperation Series, Intro to Biodiversity, and school forum lectures.

Conceptualized and prepared audiovisual materials for UPLB, Brown Rice Advocates and PhilRice, and the Institute of Plant Breeding (IPB). Specifically for IPB, materials produced were for programs in yield and protein (YAP) corn and *Hibiscus Rosa-sinensis*. The IPB audiovisual materials were presented during the launching of hibiscus hybrids developed, propagated, and named after outstanding and dedicated Filipina in various fields.

### **Writing for Print and Online Media**

Wrote news and feature articles published in the ASEAN Biodiversity Magazine, ACB Website, and the Business Mirror's Biodiversity Sunday. Participated in various ACB workshops such as on access and benefit sharing, taxonomy, and the ASEAN Biodiversity Outlook.

Authored several articles with varying topics for the UPLB Link, UPLB Horizon, and UP Newsletter.

### **Mag+Art and other Graphic Design Projects**

His Mag+Art project (<http://magplusart.tumblr.com/>), which is a collection of digital collages featuring magazine covers and classical paintings, is featured in more than 500 online articles in more than 30 countries. Featured in fashion and lifestyle magazine websites such as Andy Warhol's Interview Germany, GQ Italia, Madame Germany, Cosmopolitan US and France, Paper, Grazia, Rollingstone Italia, and Complex. Also reported in news, arts and

entertainment websites like Yahoo!, DailyMail UK, The Telegraph, HuffingtonPost, BuzzFeed, MTV, Art Nouveau, Mic, ChinaDaily, Elite Daily, Distractify, DesignTaxi, BoredPanda, My Modern Met, and Visual News. The project became viral in various social media sites such as Facebook, Tumblr, Twitter, Instagram, and Pinterest.

Featured in international magazines such as Beaux Arts Magazine October 2014 and June 2015, Inked Magazine Art Issue 2014, Gym Class Magazine Issue 12, Playboy US January/February 2015, Playboy South Africa March 2015, Le Magazine Cineplex March/April 2015, Soura Magazine Issue 38, Blush Magazine anniversary issue 2015, and in WIJET's in-flight magazine Singularity Issue No. 3 and Ukraine International Airlines' Panorama Magazine Art Voyage issue February 2017.

Made it to the top three leading newspapers in the Philippines such as the Philippine Daily Inquirer; Philippine Star in its Supreme section; and the Manila Bulletin (included in the article 14 Reasons Why 2014 is a Great Year for Philippine Arts and Culture). Featured in Metro News Russia, Chile, and Mexico and chosen as one of Metro News' top photo stories of 2015. Reported in several newspapers in India and China like The Asian Age.

Featured in Swiss radio station Radio Télévision Suisse, and in France 24's television news program the Web News.

Exhibited at the Sining Makiling Gallery, UPLB and at the Kult Kolektor, an art gallery and bar in Rio de Janeiro, Brazil.

Because of his Mag+Art, i-ref Berlin, an online culture magazine in Germany, named him as one of the five contemporary collage artists to follow.

One of his Mag+Art collages (Taylor Swift's Time Magazine November 2014 cover and Guido Reni's The Rape of Europa painting) is included in Phaidon's latest edition of A Smile in the Mind - Witty Thinking in Graphic Design. The book features the work of the most prominent designers from across the globe.

After Mag+Art, an offshoot project titled Album+Art (@albumplusart in Instagram) made waves online. Album+Art was featured in various music, arts and graphic design, and entertainment and general interests' sites such as Yahoo France and Spain, Rolling Stone Brasil, BuzzFeed, NME Magazine, Spin, Vice, Grazia, GQ Australia, Marie Claire Ukraine, Harper's Bazaar Serbia, International Business Times UK, ArtNet, Status Magazine, DesignBoom, Fast Company, DesignTaxi, Mashable, El Pais, The Culture Trip, ShortList Magazine, Art Magazin Germany, and Telemundo. Also, published in the Indian newspaper Deccan Chronicle (March 1, 2015 issue) and in the Dutch weekly newspaper 7Days. The project was also featured in W Radio Colombia's La Hora Del Regreso and Radio 3 RNE's Hoy Empieza Todo.

Album+Art was part of Denim Première Vision's Trend Tasting for Autumn/Winter 2017/2018 held in Barcelona. In 2016, some of his Mag+Art and Album+Art collages became part of the permanent display in Ristorante Aranda in Madrid, Spain.

In 2017, some of his Mag+Art collages were selected to become the menu covers of the newly-opened Qwerty resto-bar in Media One Hotel, Dubai. A one-man exhibit featuring some of his Album+Art collages was held during the opening of Qwerty.

Logo+Art, another offshoot of Mag+Art, was featured in Saatchi Art's Canvas, Bored Panda, Fast Company, Design Taxi, Il Post, Grazia, Artpin, Inside Art, Merca20, Knack Weekend, Studio 360, CityMagazine, Trendhunter, Manners Magazine, Art Sheep, Observador, L'Officiel Spain, My Modern Met, and Repubblica. Featured in Swiss radio station Radio Télévision Suisse's Happy Pics. The project is also one of the 10 most interesting stories of 2016 according to Bundle - a mobile news app.

Criterion+Art, a collection of classical paintings and Criterion DVD covers mashup, was featured in several film and art websites like Indiewire, Artsheep, Moviepilot, and BoredPanda.

His first attempt with the Mag+Art concept was featured by For Him Magazine (FHM) Philippines in their 'Incoming Art' column in their anniversary issue in 2009. Digital illustration titled ABCDolphy was included in the Philippine Daily Inquirer Super's tribute to Filipino veteran comedian Dolphy. Other online art projects such as the Logomorphia, Clip (Album) Art, cineminimized, Erotique Cubism, and Superheroines were also featured in some art and graphic design websites and blogs.

## Research Experience

Conducted the graduate research titled *Assessing the Communication Landscape of the Silang-Santa Rosa Sub-Watershed, Southern Luzon, Philippines Using Geographic Information System (GIS) for Communication Planning*, December 2016

*Communication Factors Affecting Stakeholders' Perception of Environmental Problems in Silang-Santa Rosa Sub-Watershed* with Olga C. Lomboy and Ma. Stella C. Tirol, Philippine Journal of Development Communication, January-December 2014

*Stakeholder Behavior and Message Development for Wastemanagement in Silang-Santa Rosa Sub-Watershed* with Olga C. Lomboy and Ma. Stella C. Tirol and presented in the National Integrated Natural Resources and Environmental Management Conference October 16-17, 2014, College of Forestry and Natural Resources, UPLB, College, Laguna.

Conducted the study *Knowing the Audience: Towards an Effective Environmental Communication Strategy for Silang - Sta. Rosa Sub-Watershed* and presented in the Research Institute for Humanity and Nature – LakeHEAD Community Forum 2013, November 2013.

Research associate in NRCP-funded study *Participatory Design and Evaluation of Communication Materials on Muyong and Tapak-Tapak Systems as Indigenous Technologies for Natural Resource Management*, with Ma. Stella C. Tirol, Damasa B. Magcale-Macandog, Edwin B. Abucay, and Joan Pauline T. Talubo, and published in the NRCP Research Journal, Volume XII, No. 1, February 2012.

Participated in the study *Development of Information System on Lesser-Known Indigenous Plant Species Used in Organic Farming, Sustainable Indigenous Farming Systems, Community Health Care, and Food Supplements in the Cordilleras*, Northern Luzon, conducted from August 2007 to July 2009.

Conducted the undergraduate thesis titled *Evaluation of the Communication Strategies Used by Barangay Health Workers in Promoting Reproductive Health to the Iraya-Mangyans in Abra De Ilog, Occidental Mindoro*, in March 2006.

## **Seminars Facilitated and Attended**

Served as a Resource Person/Guest Lecturer on the following seminars/forums:

- Policy Brief Writing Workshop, National Research Council of the Philippines, 6-8 October 2016
- UP Creo's Pulp Series: Digital Arts Seminar, UPLB 15 August 2016
- Summer Program on Environmental Education, Makiling Center for Mountain Ecosystems, College of Forestry and Natural Resources, UPLB, 24 May 2016
- Introduction to CEPA and AHP as a Brand of Nature, Orientation Workshop on Management Planning for Tarutao National Park, Satun Province, Thailand, 26-27 November 2015
- Using Social Media to Promote AHPs, Training Workshop on Biodiversity Assessment and CEPA, Gunung Mulu, Sarawak, Malaysia, 12-22 October 2015
- Seminar-Workshop on Environmental Communication (Creative Writing and Poster-Making). Makiling Summer Eco-Camp, May 2015
- Twitter Do's and Don't's, Public Information Associate Seminar, University of the Philippines Los Baños, January 2013
- Seminar-Workshop on Environmental Nurturing and Information Drive, Lutucan National High School, Sariaya, Quezon, November 2012
- Techniques on the Basics of Photography, Northeastern College, Santiago City, Isabela, August 2010
- Writer's Bloc III: A Seminar Workshop on Campus Journalism, Los Baños Times and DEVC 123 (Management and Production of Community Newspaper), College of Development Communication (CDC), February 2009
- Pilar SK Youth leadership Summit, Municipality of Pilar, Sorsogon, April 2008
- Building Capabilities of Farmers Information and Technology Services (FITS) in IEC Production, Southern Tagalog Agriculture and Resources Research and Development Consortium (STARRDEC), June 2007

Attended the Graphika Manila 2017: Conference on Creativity; training on protected area management planning in May 2015; seminar on Events Management organized by LBSCFI in June 2014; workshops for Public Information Officers organized by UP Diliman and Los Baños in 2013, 2009 and 2007, respectively; and Making Waves: The National Conference of Development Communication Students, held at CDC-UPLB in 2005.

## References

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