



CONTACT

mike@bayquen.com

linkedin.com/in/michaelbayquen

bayquen.com

Subic Bay, Central Luzon,
Philippines

TOP SKILLS

Creative Direction

Brand Systems

Design Team Leadership

AI Production Systems

LANGUAGES

English · Tagalog · Ilocano

CERTIFICATIONS

Project Management

Basic Occupational Safety and
Health

Michael Bayquen

Creative Direction · Brand Systems · E-commerce & Video Creative

CREATIVE LEADERSHIP WITH PRODUCTION DEPTH

Summary

Creative Director and Digital Producer with 20+ years across branding, UX/UI, web, print, video, social content, e-commerce, and campaign creative, including a decade leading design teams as VP of Design. I currently support Faith Driven Movements, including Solving.org and Faith Driven Entrepreneur, and take selected e-commerce and DTC work through BQ Multimedia. I'm strongest where creative quality, hands-on production, and systems thinking all matter.

Creative Direction · Brand Systems · E-commerce Creative · Product Visualization · Advertising Creative · Social & Short-Form Video · Web and UI/UX Design · Creative Production Systems · AI-Assisted Workflows

Experience

Independent Creative Director & Producer

BQ MULTIMEDIA

JAN 2018 – PRESENT

Independent creative direction and hands-on production across e-commerce, DTC, branding, web, video, social content, product visualization, and creative systems. Create product mockups, PDP visuals, advertising graphics, social content, and short-form video; build repeatable production workflows for golf-course artwork, maps, print products, and digital campaigns; and develop creative tools and automation that improve consistency and turnaround.

Selected Capabilities

- Creative direction for e-commerce and DTC brands
- Product mockups and PDP visuals
- Advertising and campaign creative
- Short-form video and social content
- Brand and visual identity systems
- Website and landing-page design
- Creative production systems and QA
- AI-assisted production workflows

Social Clips, Graphic Design & Web Development

FAITH DRIVEN ENTREPRENEUR / SWGP

FEB 2026 – PRESENT

Support video and podcast repurposing, short-form social clips, YouTube thumbnails, social graphics, quote graphics, WordPress updates, page edits, content formatting, web publishing, and platform-ready creative across Faith Driven Entrepreneur, Solving.org, and related Faith Driven Movements initiatives.

CREATIVE STACK

Adobe Photoshop · Illustrator · InDesign · Premiere

Figma · Canva · CapCut

WordPress · Webflow · Shopify visual workflows

React · Python · Firebase

Codex · Claude · Antigravity · Higgsfield

FOCUS AREAS

Creative Direction

Brand Systems

E-commerce Creative

Web and UI/UX Design

Video and Social Content

Creative Production Systems

PORTFOLIO

bayquen.com

INDEPENDENT PROJECT

stuckmotion.com

Experience Continued

Creative Director

MISSIO

AUG 2023 – SEP 2025

Led creative initiatives for churches, nonprofits, and faith-driven organizations. Directed social media, digital ads, campaign visuals, scripts, branded content, custom GPTs, and Generative AI workflows while improving creative review and production systems.

Director / VP of Design

FUSEWORX, INC.

MAY 2007 – DEC 2017

Subic Bay Freeport Zone

Led multimedia design and web development projects in a BPO setting, coordinating designers, developers, and content writers. Managed client-facing creative production, quality control, team guidance, and production oversight.

Country Design Director

WORLD WIDE AUCTIONEERS

NOV 2002 – APR 2007

Led web and print design for heavy equipment auctions across international locations, for a company headquartered in Dubai, United Arab Emirates.

Creative Director

ALVION ASIA INC.

JUL 2001 – OCT 2002

Oversaw the daily work of creative designers and technical writers producing creative products for AccuData in Florida and Alvion Europe in Kyiv, Ukraine.

Art Director

PACIFIC INTERNET DEVELOPMENT GROUP

NOV 1999 – JUL 2001

Worked with software development leadership to plan, create, and deliver websites for clients including the Asian Development Bank. Oversaw design responsibilities and managed the design team.

Education

Ambassador College of Christian Ministry

Certificate of Christian Ministry · 2023–2026

University of the Philippines Diliman

Landscape Architecture · 1991–1996