



# HUSAY SOLUTIONS OPC

## COMPANY PROFILE

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## About

**Husay Solutions OPC is a multidisciplinary creative partner for institutions and a management partner for creatives.**

Since 2017, we have been building better ways for meaningful creative work to happen, where creatives and institutions work better and thrive together.

We deliver strategic creative services for institutions, provide organizations with access to a curated network of Filipino creative talents and professionals, and equip creatives with a built professional, operational, and commercial infrastructure to enable them to build sustainable businesses and flourishing careers.

**Husay is building a fairer future for creative work.** We envision a creative industry where creative work is more sustainable, collaboration is collectively empowering, and both creatives and institutions thrive together.

## General Information

|                      |                                                            |
|----------------------|------------------------------------------------------------|
| <b>Entity</b>        | Husay Solutions OPC ( <i>formerly MotmotLala Co.</i> )     |
| <b>Established</b>   | 2017                                                       |
| <b>SEC No.</b>       | 2021100029142-19                                           |
| <b>TIN</b>           | 668 879 309 000                                            |
| <b>PhilGEPS</b>      | Registered (Platinum)                                      |
| <b>Address</b>       | 1008 10th St. Golden Gate Subdivision Talon 3 Las Piñas    |
| <b>Email address</b> | mabuhay@husay.co; leah@husay.co                            |
| <b>Phone number</b>  | +639175183962                                              |
| <b>Website</b>       | www.husay.co                                               |
| <b>Company Head</b>  | Leah Katrina D. Rasay, President & Chief Executive Officer |

Husay Solutions OPC is the continuation of the business operations of MotmotLala Co., established in 2017.

In 2025, the business formally transitioned to Husay Solutions OPC to align the company's legal entity with its established "Husay" brand. The transition did not involve any change in ownership, leadership, operations, expertise, or core service offerings. Accordingly, all projects, experience, and credentials undertaken since 2017 under MotmotLala Co. form part of the continuous track record of Husay Solutions OPC.

## What We Believe

Meaningful creative work happens when creatives have what they need to thrive, and organizations have access with creative partners who help advance their missions.

|                                         |                                                                                  |                                                                                   |                                                                                    |
|-----------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Good creative work never happens alone. | Nurturing creatives is not separate from producing great work. It is part of it. | The future of creative work depends on how it gets made, not just what gets made. | Collaboration should be the default, not something that has to be designed around. |
|-----------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|

### OUR CORE VALUES

Our approach is founded on simple yet powerful principles that have guided us in producing meaningful outcomes with our clients and partners:

#### **Curiosity**

We dig into what you want and need to really get your goals. We ask questions and actively listen as we try to identify nuances and insights.

#### **Candor**

We value honesty in sharing feedback as we build trust. If there are challenges, we tackle them to make sure we're on the same page.

#### **Completeness**

We focus on details from planning to completion for a smooth flow. We also consider external factors to ensure a successful outcome.

## Recognition and Ecosystem

|                                 |                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Network Built</b>            | 1,000+ Filipino Creatives<br><i>Husay mobilizes a network of 1,000+ multidisciplinary creatives to deliver mission-driven projects with structured coordination and institutional accountability.</i>                                                                                                                                                                   |
| <b>Recognition &amp; Awards</b> | <ul style="list-style-type: none"> <li>• DOST-PCIEERD WHWise Grant Program 2021</li> <li>• Villgro Philippine's WE Rise Accelerator 2020</li> <li>• AIM-DBI Thinc Open Program 2020</li> <li>• MakeSense Academy Philippines 2019</li> <li>• QBO Innovation Hub's Startup Pinay 2018</li> <li>• University of Pennsylvania's Global Social Impact House 2016</li> </ul> |
| <b>Industry Leadership</b>      | <ul style="list-style-type: none"> <li>• President, Communication Design Association of the Philippines</li> <li>• Secretariat, Creative Industries Philippines</li> </ul>                                                                                                                                                                                              |

## Cross-Sector Experience

Husay's creative work reflects deep cross-sector experience, supporting institutions across the following sectors:

1. Multilateral & International Development Institutions
2. National Government Agencies (Philippines)
3. Local Government Units (LGUs)
4. Cultural & Creative Institutions
5. Private Corporations, Conglomerates, Foundations
6. Startups & Innovation Hubs Ecosystem
7. Academic Institutions
8. Social Enterprises & Impact Organizations
9. Creative Industry Associations & Professional Communities

Institutions Served & Engaged:

- |                                                                                                                                     |                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| 1. United Nations World Food Programme                                                                                              | 18. Ayala Land, Inc.                                                       |
| 2. Asian Development Bank                                                                                                           | 19. Ayala Foundation                                                       |
| 3. Office of the Vice President of the Philippines                                                                                  | 20. SM Investments Corporation                                             |
| 4. British Council                                                                                                                  | 21. Museum, Culture and the Arts Office (MCAO) - City Government of Makati |
| 5. Cultural Center of the Philippines                                                                                               | 22. Galila Arts Festival                                                   |
| 6. Department of Trade and Industry - Competitiveness and Innovation Group                                                          | 23. Creative Industries Philippines                                        |
| 7. Department of Trade and Industry - Design Center of the Philippines                                                              | 24. Communication Design Association of the Philippines                    |
| 8. Department of Trade and Industry - Philippine Trade Training Center                                                              | 25. Villgro Philippines                                                    |
| 9. Department of Science and Technology - Philippine Council for Industry, Energy, and Emerging Technology Research and Development | 26. QBO Innovation Hub                                                     |
| 10. Workbean                                                                                                                        | 27. Taxumo                                                                 |
| 11. Asian Institute of Management                                                                                                   | 28. AllCare                                                                |
| 12. Ateneo de Manila Law Alumni Association                                                                                         | 29. Climate Smart Ventures                                                 |
| 13. De La Salle University                                                                                                          | 30. CBN Asia                                                               |
| 14. Far Eastern University High School                                                                                              | 31. Senti AI                                                               |
| 15. Sweet Spring Country Farm                                                                                                       | 32. Rapid Deployment Hospitals                                             |
| 16. Container Living                                                                                                                | 33. Everything Green                                                       |
| 17. The Center for Social Impact Strategy                                                                                           | 34. Travel Theory                                                          |
|                                                                                                                                     | 35. MakeSense                                                              |
|                                                                                                                                     | 36. Creative Earners Philippines                                           |

## Trusted By



United Nations  
World Food  
Programme



## Our Services

### Husay Creative Solutions Studio

We partner with institutions doing work that matters and provide tailored strategic creative services that advance their mission.

We translate their mission-critical work into creative solutions that are understandable, actionable, meaningful, and contextually responsive.

**Husay is powered by an in-house multidisciplinary team and a curated network of more than 1,000 Filipino creatives.** Together, we deliver integrated creative solutions with the flexibility to scale, while maintaining the quality, coordination, and accountability institutions expect from a single creative partner.

#### Services:

|                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Brand Identity &amp; Design</b>                                                                                                                                                                                                                                                                                     | <b>Graphic &amp; Communication Design</b> <ul style="list-style-type: none"> <li>• Brand Identity &amp; Design</li> <li>• Graphic &amp; Communication Design</li> <li>• Graphic Design</li> <li>• Illustration</li> <li>• Publication &amp; Editorial Design</li> <li>• Information Design</li> <li>• Data Visualization</li> <li>• Brand Materials Design</li> <li>• Presentation Design</li> <li>• Packaging Design</li> </ul> | <b>Multimedia Production &amp; Visual Storytelling</b> <ul style="list-style-type: none"> <li>• Video Production</li> <li>• Video Post-Production Creative Services</li> <li>• Motion Graphics</li> <li>• Animation</li> <li>• Instructional &amp; Educational Video</li> <li>• Interactive Learning Media Design</li> <li>• Photography</li> <li>• Scriptwriting</li> <li>• Voice Over</li> </ul> |
| <b>Events Management &amp; Production</b> <ul style="list-style-type: none"> <li>• Program Curation &amp; Content Development</li> <li>• Event Conceptualization &amp; Planning</li> <li>• Full Event Execution &amp; Management</li> <li>• Hybrid / Virtual Event Production</li> <li>• Podcast Production</li> </ul> | <b>Social Media &amp; Content Development</b> <ul style="list-style-type: none"> <li>• Social Media Planning and Management</li> <li>• Content Creation</li> <li>• Editorial &amp; Content Strategy</li> <li>• Content Design &amp; Production</li> <li>• Copywriting</li> <li>• Community Management</li> <li>• Campaign Development</li> </ul>                                                                                 | <b>Accessibility Design Audit &amp; Compliance</b>                                                                                                                                                                                                                                                                                                                                                 |

## Husay Talent Collective

We curate, build, and engage diverse, multidisciplinary creative teams matched to the complexity and ambition of each project.

### Services:

| <b>Speaker &amp; Thought Leadership Curation</b>                                                                                                                    | <b>Creative Specialist Engagement</b>                                                                                                         | <b>Cross-disciplinary Creative Team Assembly</b>                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| We curate speakers, creative practitioners, and thought leaders whose expertise and perspectives enrich forums, conferences, and other knowledge-sharing platforms. | We engage and mobilize independent creative specialists whose craft, expertise, and perspective align with the unique needs of every project. | We assemble multidisciplinary creative teams, bringing together the right mix of expertise to deliver complex, integrated, and high-impact projects. |

## Manager Husay

We provide all-in business and career support for creatives across disciplines, career stages, and creative practices.

Manager Husay removes the business barriers that keep talented creatives from accessing high-value opportunities, building sustainable businesses, and earning institutional trust.

We are enabling creatives to build sustainable businesses and flourishing careers through a business infrastructure that equips them with the operational, commercial, and professional support.

### Services:

| <b>Creative Career &amp; Project Management</b>                                                                                                                                                                                                                                                                                                                          | <b>Tax &amp; Financial Management</b>                                                                                                                                                                                                                                                  | <b>Legal &amp; Contract Services</b>                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Concierge Support</li> <li>• Dedicated Manager</li> <li>• Client Relationship Management</li> <li>• Project Management &amp; Monitoring</li> <li>• Schedule &amp; Calendar Management</li> <li>• Administrative &amp; Operations Support</li> <li>• Smart Portfolio Builder</li> <li>• Business Templates &amp; Kits</li> </ul> | <ul style="list-style-type: none"> <li>• Tax Filing</li> <li>• Pricing Strategy &amp; Rate Structure</li> <li>• Automated Invoice Generator</li> <li>• Invoice Management &amp; Payment Tracking</li> <li>• BIR Authority to Print (ATP) Application</li> <li>• Bookkeeping</li> </ul> | <ul style="list-style-type: none"> <li>• Contract Drafting &amp; Review</li> <li>• General &amp; Specialized Legal Consultations for Creatives</li> </ul> |

| <b>Business Registration &amp; Compliance</b>                                                                                                             | <b>Government Benefits &amp; Health Coverage</b>                                                                                |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--|
| <ul style="list-style-type: none"> <li>• BIR &amp; Self-Employed Registration</li> <li>• DTI Business Registration</li> <li>• SEC Registration</li> </ul> | <ul style="list-style-type: none"> <li>• HMO</li> <li>• SSS, PhilHealth, and Pag-IBIG Registration and Contributions</li> </ul> |  |

## Husay Fairer Futures Lab

We design and deliver research, learning and development programs, and ecosystem-building initiatives that shape fairer futures for creative work and the creative industries.

### Services:

| <b>Research &amp; Insights</b>                                                                                                                | <b>Creative Entrepreneurship Skills Development</b>                                                                                                              | <b>Ecosystem &amp; Community-Building Interventions</b>                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| We produce research, industry roadmaps, and strategic insights that inform policy, strengthen institutions, and advance the creative economy. | We design and deliver practical learning programs that equip creatives with the business, professional, and entrepreneurial skills to build sustainable careers. | We create platforms and initiatives that foster dialogue, strengthen communities, and advance a more connected, collaborative, and equitable creative ecosystem. |



## Selected Works

### Integrated Digital Communications, Strategic Creative Content, and Brand Management

#### Integrated Digital Communications, Strategic Creative Content, and Brand Management for SM Investments Corporation

Client: SM Investments Corporation



[www.facebook.com/sminvestmentscorp](https://www.facebook.com/sminvestmentscorp)

#### Our Responsibilities

Content Strategy & Planning • Editorial Planning • Social Media Planning • Copywriting • Content Creation • Creative Production • Multimedia & Graphic Design • Motion Graphics • Design Refresh • Community Management • Digital Brand Management • Digital Presence Support

#### Team

Husay

Since 2024, Husay has served as **SM Investments Corporation's digital communications and creative content partner**, supporting the company's social responsibility initiatives—including sustainability, social good, education, and employee engagement—through strategic storytelling and integrated digital communications. The engagement covered content strategy, creative production, copywriting, visual design, community management, and digital brand support, helping translate corporate initiatives into accessible, engaging, and audience-centered communications across digital platforms.

## Editorial & Publication Design

### Philippine Creative Industries Development Plan 2025-2034

*Client: Department of Trade and Industry - Design Center of the Philippines, DTI Competitiveness and Innovation Group, and DTI Creative Industries Development Office*



#### Our Responsibilities

Report and Publication Design; Creative Direction; Branding and Design System; Data Visualization; Information Design; Project Management and Administration

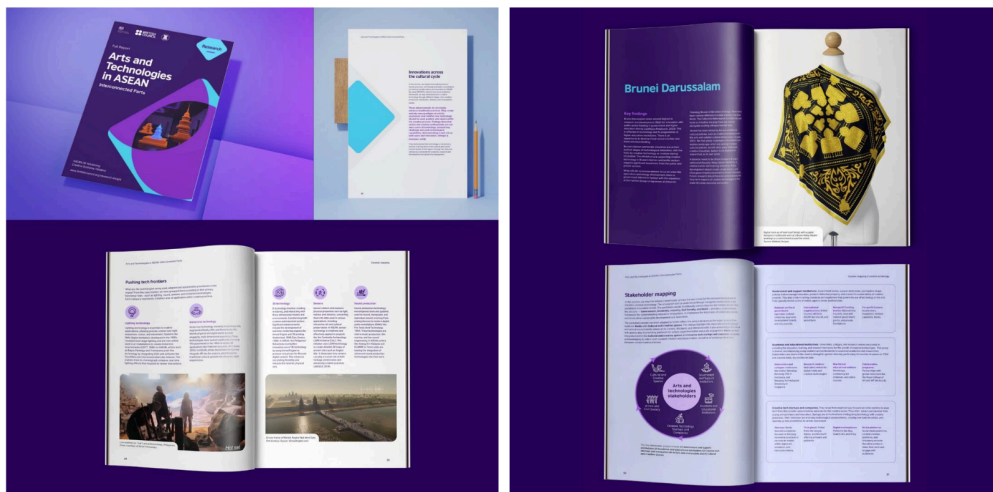
#### Team:

Husay, Karl Castro, Dustin Carbonera, Aaron Asis, Camille Flojo - Rosales, Gad Bautista Castro

Husay was engaged to deliver the first-ever publication of the **Philippine Creative Industries Development Plan**, designing both the full and abridged editions in collaboration with the Design Center of the Philippines and the Communication Design Association of the Philippines. Beyond publication design, Husay led end-to-end project management—overseeing creative direction, timelines, budgets, resources, and stakeholder coordination—to deliver a high-quality publication that communicates the national strategy for the Philippine creative industries.

### British Council's Arts and Technologies in ASEAN Report

*Client: British Council and Creative Friction Ltd.*



### Our Responsibilities

Report and Publication Design • Creative Direction • Branding and Design System • Data Visualization • Information Design • Project Management and Administration

### Team:

Husay Creatives Team

Husay partnered with the British Council to design the publication **Arts and Technologies in ASEAN: Interconnected Parts**, a regional research report examining the intersection of arts, technology, and innovation across the ten ASEAN Member States and Timor-Leste. Commissioned by the British Council and developed by Creative Friction Ltd., the publication presents insights from over 60 interviews and in-depth case studies. Husay led the publication design, translating complex research into a cohesive, accessible, and visually engaging report for policymakers, researchers, and the wider creative sector.

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## UN WFP's Humanitarian Supply Chain Management Publications

*Client: United Nation World Food Programme in partnership with Department of Social Welfare and Development and Office of Civil Defense*



### Our Responsibilities

Publication Design • Presentation Design • Art Direction • Data visualization and illustration • Accessibility Design Audit and Compliance • Multimedia Content Creation and Development • Interactive Module Design

### Team:

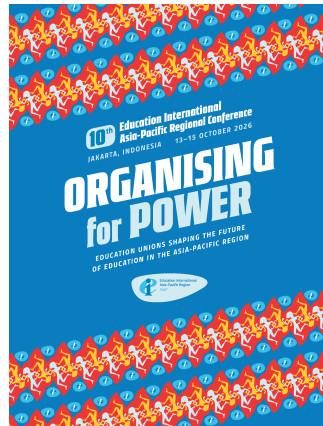
Husay Team, Marinel Crisostomo, Neon Gabayeron, and Jay Mar Albor

Husay delivered the creative development and end-to-end project management for the Humanitarian Supply Chain Management (HSCM) training program, producing training manuals, slide decks, and LMS-integrated e-learning modules. The engagement covered art direction, publication design, data visualization, accessibility-compliant layouts, stakeholder coordination, and production-ready outputs to support scalable humanitarian capacity building across the Philippines.

## Event Design & Creative Community Events Organizing

### Organising for Power: 10th Education International Asia-Pacific Regional Conference (on-going)

*Client: Education International Asia-Pacific Regional Conference (Bangkok, Thailand)*



#### Our Responsibilities

Creative Direction • Design Strategy • Visual Identity Design • Event Collaterals Design • Publication Design • Project Management & Administration

#### Creatives Engaged

Husay Team & Karl Castro

Husay and Karl Castro were engaged to provide creative development and project management for the **10th Education International Asia-Pacific Regional Conference**. The conference brings together education union leaders across Asia-Pacific to shape the future of public education and strengthen regional solidarity. The engagement covers the conference's visual identity, event collaterals, publications, and integrated design system across digital, physical, and editorial platforms.

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### AICON 2026 | Human by Design: Building the AI Future We Choose (on-going)

*Client: Analytics & AI Association of the Philippines (AAP)*





### Our Responsibilities

Creative Direction • Design Strategy • Visual Identity Design • Content Development  
• Event Collaterals Design • Digital Marketing • Project Management & Administration

### Team

Husay Team

Husay serves as the creative and project management partner for **AICON 2026**, the flagship conference of the Analytics & AI Association of the Philippines (AAP). Under the theme "**Human by Design: Building the AI Future We Choose**," the conference convenes leaders from government, industry, academia, and civil society to advance a human-centered approach to artificial intelligence. Husay leads the conference's creative strategy and integrated communications, delivering the visual identity, content, event collaterals, and digital campaign to create a cohesive and engaging conference experience.

## **Galila Arts Festival 2024**

*Client: Department of Trade and Industry - Region 1 in partnership with the Office of Congressman Christopher de Venecia*



### Our Responsibilities

Creative Talent Curation Mobilization, and Management • Content Development • Copywriting • Graphic Design • Social Media Management

### Team

Husay Team, Jodinand V. Aguilon, Gabbi Campomanes, and Arby Hamiya

Husay was engaged to support **GALILA Arts Festival 2024**, DTI Region 1's flagship celebration of arts, culture, and the creative industries, by assembling and managing a multidisciplinary creative team tailored to the project's requirements. Through creative talent management and digital marketing services, Husay ensured the delivery of high-quality copywriting, graphic design, and social media content that strengthened the festival's visibility and public engagement.

## Design Week Philippines 2023: Design Playground Exhibition

Client: DTI-Design Center of the Philippines



### Our Responsibilities

Creative Direction • Exhibition Coordination • Creative Community Engagement & Mobilization • Project Management & Administration • Production & Mounting Coordination

### Team

Type63 • Team Manila Graphic Design Studio • Communication Design Association of the Philippines

Husay was engaged by the Design Center of the Philippines to lead the coordination and implementation of Design Playground, a featured exhibition of **Design Week Philippines 2023** celebrating 50 years of the Design Center of the Philippines. Interpreting the festival theme "On the Edge," the project transformed works by 46 designers into a curated exhibition of 50 limited-edition tote bags.

Working in collaboration with Type63, Team Manila Graphic Design Studio, and the Communication Design Association of the Philippines (CDAP), Husay led project coordination, creative implementation, community engagement, production management, and exhibition mounting. Husay also managed stakeholder coordination, timelines, logistics, and promotional strategy, ensuring the successful delivery of a cohesive exhibition experience.

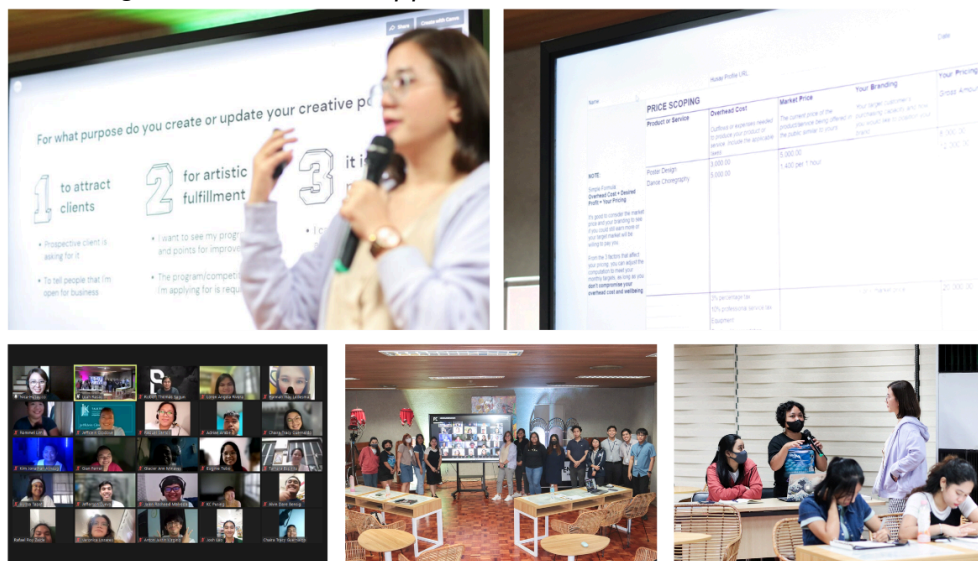
### Creative Community Engaged

- |                              |                          |
|------------------------------|--------------------------|
| 1. John Roi Abcede Kyle      | 24. Monmon Tan           |
| 2. Edward Berran             | 25. Jad Maza             |
| 3. L.A. Villavicencio        | 26. Subhelic             |
| 4. Clarissa Cruz             | 27. Jose Justin Ruelo    |
| 5. Jaime Christopher Meneses | 28. Enrique Masias       |
| 6. Reinhardt Ngujo           | 29. Darla Louise Aguirre |
| 7. Susanna Pellejo           | 30. Lennon Villanueva    |

- |                              |                              |
|------------------------------|------------------------------|
| 8. Gian Wong                 | 31. Jonah Deligencia         |
| 9. Ricky So                  | 32. Diane Diana              |
| 10. Ryan Llauderres          | 33. Jo Eilaine Lomujó        |
| 11. Lloyd Zapanta            | 34. Sike Talastas            |
| 12. Geno Maglinao            | 35. Su Lin Basbas            |
| 13. Macy Escay               | 36. Neil Patrick Marquez     |
| 14. Therese Luna             | 37. Miguel Chavez            |
| 15. Kate Bravo               | 38. Jan Astrid Almonte       |
| 16. Albert Zedrick Dela Cruz | 39. Nikki Rodriguez          |
| 17. Pierre Chavez            | 40. Kosmos Khaos             |
| 18. Juliene Buelos           | 41. Bj Cabaltera             |
| 19. Gerlynnia Galgo          | 42. Christopher Sante        |
| 20. Imman Cubacub            | 43. Jake Sioson              |
| 21. Ken Xaviery Buensalida   | 44. Shievar Olegario         |
| 22. Jadiene Shani Teng       | 45. Eloisa Claire Sicat      |
| 23. Mary Glo Garcia          | 46. Aevan Georeline de Jesus |

## Design Week Philippines 2023: Portfolio Creation Workshop

Client: DTI-Design Center of the Philippines



### Our Responsibilities

Hybrid Event Management • Program Design • Learning Experience Design • Visual Identity Design • Facilitation • Hybrid Event Management • Community Engagement • Digital Marketing • Project Management

### Team

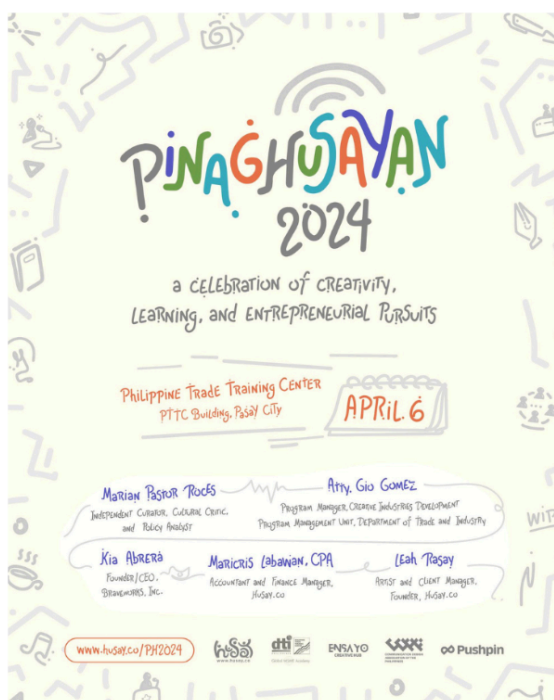
Husay

Husay was engaged by the Design Center of the Philippines, in collaboration with Ensayo Creative Hub, to design and deliver the Pangmalakasang Portfolio Creation Workshop for **Design Week Philippines 2023**. Husay led the program design, facilitation, participant



engagement, digital marketing, and hybrid event delivery, reaching over 150 registrants while equipping creative professionals with practical skills in personal branding, portfolio development, presentation, and creative pricing.

## Pinaghusayan 2024: A Celebration of Creativity, Learning, and Entrepreneurial Pursuits



Recap Video: <https://youtu.be/B5zHLPraPXo>

### Our Responsibilities

Hybrid Event Management • Creative Direction • Event Brand Design • Visual Identity Design • Program Development • Marketing & Communications • Strategic Partnerships

### Team

Husay

**Pinaghusayan 2024** is Husay's flagship conference dedicated to advancing the professionalization of Filipino creatives and creative entrepreneurs. Through expert-led talks and practical learning sessions, the conference equipped participants with actionable knowledge on branding, marketing, contracts, finance, and values-driven creative practice.

Husay led the conference end-to-end—from creative direction and program development to partnership building, marketing, and event management—bringing together distinguished speakers including Marian Pastor Roces, Kia Abrera, Leah Rasay, Maricris Labawan, and Atty. Gio Gomez.



The conference was organized in partnership with the Department of Trade and Industry – Philippine Trade Training Center – Global MSME Academy, Ensayo Creative Hub, Communication Design Association of the Philippines, Pushpin Visual Solutions, Benilde HIFI, adobo Magazine, Graphic Artists of the Philippines, Creative Nation Academy, and the Creative Earners Philippines.

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## Marketing Bootcamp for Makatizen Artists

*Client: City Government of Makati – Museum, Culture and the Arts Office*



### Our Responsibilities

Brand Identity • Program Design • Facilitation • Event Management • Marketing & Communications • Photography • Videography

### Team

Husay

Husay was engaged by the City Government of Makati – Museum, Culture and the Arts Office to design and deliver a two-day professional development bootcamp for Makati-based artists. The program equipped participants with practical skills in personal branding, client acquisition, networking, and creative career management, complemented by panel discussions with industry practitioners and professional photo and video sessions to strengthen participants' portfolios.

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## Nagmamahusay Podcast

*Husay-initiated Project*



### Our Responsibilities

Program Concept & Development • Speaker Curation & Management • Partnership, Logistics & Guest Coordination • Brand Identity & Campaign Promotions • Production Management • Interview Facilitation • Video Production & Post-Production

### Team

Husay Team

### Creative Industry Speakers

Kia Abrera, Atty. Gio Gomez, Maricris Labawan, Gabe Mercado, Mikael de Lara Co, Karl Castro, Dr. Eva Marie Wang, Avereen D. Tibalao & Gretta Apolinar (UPB SILBI Center), Marie Venus Tan, Karl Aguro, Chris Gomez, Jerome Manatad, Roxy Navarro, Yvette Atienza, and Jema Gamer

Nagmamahusay is Husay's flagship podcast and conversation platform exploring the lived realities of Filipino creative workers. Each episode convenes artists, cultural workers, industry leaders, and community voices to surface overlooked perspectives on creative practice, the Philippine creative economy, and the future of creative work. Husay leads the end-to-end design and production of the platform, from program development and speaker engagement to facilitation, branding, and content production—transforming each conversation into an enduring digital experience.

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## Design Chismis: Roundtable Discussion with Industry Stakeholders

Client: DTI Competitiveness and Innovation Group



### Our Responsibilities

Virtual Event Management • Program Design • Content Development • Facilitation • Stakeholder Engagement • Partnership Coordination

### Team

Organized by Husay Team in partnership with CDAP Communication Design Association of the Philippines, Graphic Artists of the Philippines and Workbean

Husay co-organized **Design Chismis**, a multi-stakeholder dialogue that brought together creatives, industry, government, and academe to co-create solutions for the Philippine graphic design sector. Through facilitated design thinking workshops, this generated actionable insights to strengthen collaboration and support industry development.

## Kumita with your Creative Talent: Bohol, Cagayan de Oro, Manila

Husay-initiated Project





### Our Responsibilities

Workshop Event Management • Program Design • Content Development • Facilitation • Stakeholder Engagement • Partnership Coordination

### Team

Husay Team in partnership with Oro Design Collective and Sprout Up Bohol

Husay designed and delivered a multi-city workshop series across Manila, Cagayan de Oro, and Bohol, providing end-to-end event management—from program design and stakeholder coordination to on-site facilitation and production. Through sessions on brand strategy, pricing, and portfolio development, the initiative strengthened the business capabilities of creative professionals while demonstrating Husay's capacity to execute programs nationwide.

## Event Branding and Event Production for Ateneo Law Grand Alumni '96 Homecoming

*Client: Ateneo Law Association*



Video URL: <https://bit.ly/45heodx>

### Our Responsibilities

Event Branding • Creative Direction • Event Production • Production Management • Virtual Event Coordination • Audio-Visual Production

### Team

Husay Team

Husay led the creative direction and production of the Ateneo Law Grand Alumni '96 Homecoming, providing end-to-end event branding, production management, and virtual event coordination. From developing the event identity to producing promotional and

on-program audio-visual content, the project delivered a seamless digital experience that celebrated the alumni community while advancing its fundraising and scholarship initiatives.

## Thrive: Professional Artist Forum

### *Husay-initiated Project*



### Our Responsibilities

Program Design • Speaker Curation & Coordination • Event Branding • Marketing & Promotions • Virtual Event Management • Production Management • Facilitation

### Team

Husay Team

### Featured Speakers

Roland Ros (Kumu) • Ali Sangalang (Linya-Linya) • Jodinand Aguillon • Javin Tarum (Toy Communications) • Jowee Alviar (Team Manila) • EJ & Ginger Arboleda (Taxumo) • Joselle Feliciano • Angela Marie P. Martinez • Chico Santos (Elevation Partners)

Husay designed and produced Thrive in Life as a Professional Artist, a virtual learning program that equipped artists and content creators with the business knowledge needed to build sustainable and well-paid creative careers.

Bringing together founders, industry leaders, and creative entrepreneurs, the program covered practical topics including personal branding, portfolio development, client relationships, marketing, taxation, technology, self-management, and community building, helping participants transition from creative practitioners to professional creative businesses.

## Husay & Friends: Curated Dinner for Creatives

*Husay-initiated Project*



### Our Responsibilities

Engagement Strategy • Program Design • Participant Engagement • Community Building • Event Coordination • Facilitation

### Team

Husay

Husay & Friends is a curated community dinner series that brings together creatives from diverse disciplines to exchange ideas, build meaningful relationships, and spark new collaborations. Designed and produced by Husay, each gathering combines thoughtful content, facilitated conversations, and intentional networking to explore the evolving realities of creative work, independent practice, lifelong learning, and community building.



## Animated Storytelling & Video Production

### UNWFP Preparedness and Response Excellence (Nationwide Documentary)

*Client: United Nations World Food Programme*



#### Our Responsibilities

Creative Direction • Production Management • Multi-site Coordination & Logistics • Documentary Video Production • Post-Production Editing

#### Team

Husay Team, Paul Flores, Mot Rasay, Robert Ursua, Eddie Rodriguez Jr., Mikko Isorena, Jaycee Cayatoc, Kim Bermillo, Aldrin Guisando, Romer Pacleb

Husay produced a nationwide documentary for the United Nations World Food Programme, documenting preparedness and response initiatives across the Philippines. Filmed across Calayan, Basco, Dinagat Islands, and Metro Manila, the project covered end-to-end production, capturing stories of resilience while showcasing WFP's partnership with government agencies to strengthen disaster preparedness and disaster management systems nationwide.

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### UN World Food Programme BARMM Procurement Guide Animated Video

*Client: United Nations World Food Programme*



### Our Responsibilities

Scriptwriting • Art Direction • Illustration & Storyboarding • Animation • Voice Over  
Production • Video Editing & Composition • Project Management

### Team

Husay Team, Luis Cruz, Jezra Calinawagan, Marc Angelo Alcantara

Husay produced a five-minute animated procurement guide for the United Nations World Food Programme to help farmer cooperatives in the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) navigate the bidding process with confidence. The video simplifies complex procurement requirements into an easy-to-follow guide.

## **Asian Development Bank's Business Opportunities Fair Videos**

*Client: Asian Development Bank*



### Our Responsibilities

Video Editing • Motion Graphics • Social Media Reels • Post-Production Support

### Team

Husay Team

Husay partnered with and supported the Asian Development Bank to produce compelling video content for the Business Opportunities Fair. Working from raw event footage, our team developed highlight videos and social media reels enhanced with motion graphics and professional post-production. Outputs were designed to maximize audience engagement, strengthen visibility, and communicate key messages in a clear and visually impactful way.

## **ADB's Project Administration Manual Animated Guide**

*Client: Asian Development Bank*



### Our Responsibilities

Scriptwriting • Art Direction • Illustration & Storyboarding • Animation • Voice Over Production • Video Editing & Composition • Project Management

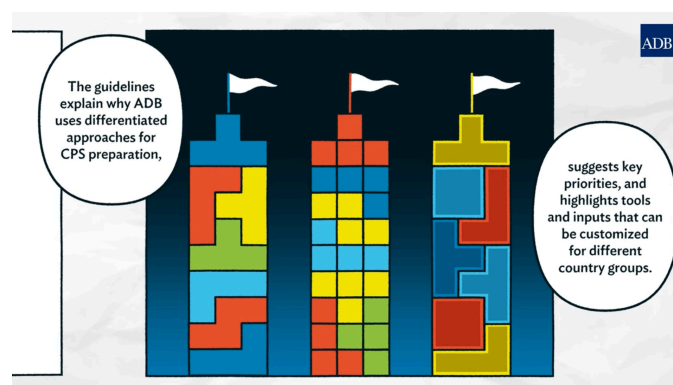
### Team

Husay Team, Joelle Villafranca, Jezra Calinawagan, Marc Angelo Alcantara

Husay developed an animated guide for the Asian Development Bank to communicate and transform complex Project Administration guidelines into a clear, engaging visual resource, helping project teams and implementing partners better understand ADB requirements and promote more consistent project implementation.

## **ADB's Country Partnership Strategy Animated Guide**

*Client: Asian Development Bank*



### Our Responsibilities

Scriptwriting • Art Direction • Illustration & Storyboarding • Animation • Voice Over Production • Video Editing & Composition • Project Management

### Team

Husay Team, Joelle Villafranca, Jezra Calinawagan, Marc Angelo Alcantara

Husay produced an animated guide for the Asian Development Bank to communicate its Country Partnership Strategy framework and the differentiated approaches used to support developing member countries across Asia and the Pacific. The video simplifies complex policy guidance into an engaging visual resource, helping teams understand strategic priorities and apply country-specific approaches across planning and implementation.

## **Bayanihan e-Skwela**

*Client: Office of the Vice President Leni Robredo*



Video URL: <https://youtu.be/o0zXL5mjles>

### Our Responsibilities

Illustration • Motion Graphics • Scriptwriting • Video Production

### Team

Husay Team

Husay produced instructional videos for the Office of the Vice President Leni Robredo's Bayanihan e-Skwela initiative, supporting the country's transition to distance learning during the COVID-19 pandemic.

The series translated educational guidance from academic experts into engaging visual content, equipping teachers, parents, and students with practical strategies for navigating remote learning across different grade levels.

## **Motion Graphics and Video Production for WE Rise Accelerator Program**

*Client: Villgro Philippines*



Video URL: <https://youtu.be/iG885aleFTs>

### Our Responsibilities

Audio-Visual Presentation • Interview • Motion Graphics

### Team

Husay Team

Husay produced a promotional video for Villgro Philippines' WE Rise Accelerator, showcasing how the program empowers women entrepreneurs to overcome barriers to financing and scale their businesses. Through interviews and motion graphics, the video captures the experiences of participating founders while highlighting the accelerator's role in fostering a more inclusive and equitable startup ecosystem.

## DLSU NSTP 101 Course Production

*Client: De La Salle University*



Video URL: <https://youtu.be/i0zBtkd5KaM>

### Our Responsibilities

Motion Graphics • Scriptwriting • Video Production

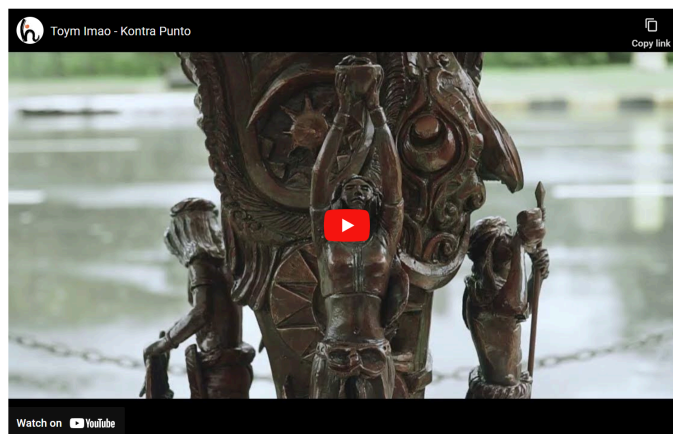
### Team

Husay Team

Husay produced instructional videos for De La Salle University's NSTP 101 course, supporting the university's digital learning initiatives. Through scriptwriting, motion graphics, and video production, the series translated academic content into engaging visual lessons that made complex concepts more accessible for students.

## Video Production for Kontra Punto

*Client: Toym Imao*



Video URL: <https://youtu.be/YtCISJdqic0>

### Our Responsibilities

Recap Video Production • Event Documentation

### Team

Husay Team



Husay produced the official recap and documentation video for Kontra Punto, a public art installation by acclaimed Filipino artist Toym Imao commemorating the 500th anniversary of the Battle of Mactan.

The video captures the unveiling of the installation and its message honoring individuals who fought for freedom, sovereignty, and the nation's cultural and natural heritage, preserving the event as part of the 2021 Quincentennial Commemorations in the Philippines.

## Artist Headshots

*Client: Various Artists*



### Our Responsibilities

Photography

### Team

Husay Team

Husay produces professional portrait photography that helps artists present themselves with confidence and credibility. Whether captured during live events or through commissioned sessions, these headshots support portfolios, press kits, promotional campaigns, and digital profiles for musicians, actors, dancers, hosts, and spoken word artists.

## Brand Design

### Brand Design for Climate Smart Ventures

Client: Climate Smart Ventures



Website: [www.climatesmartventures.com](http://www.climatesmartventures.com)

#### Our Responsibilities

Brand Identity, Website Design, Website Development

#### Team

Husay Team

Husay developed the brand identity and website for Climate Smart Ventures, a transition and transaction advisory firm advancing Asia's clean energy transition. Inspired by themes of sustainability, innovation, and progress, the visual identity and website establish a credible and professional brand that communicates the firm's mission, expertise, and commitment to a just energy transition.

### Brand Design and Social Media Production for Senti AI

Client: Senti AI



### Our Responsibilities

Brand Identity, Corporate Materials, Social Media Content

### Team

Husay Team

Husay developed Senti AI's visual identity and brand communications to strengthen its position as one of the Philippines' leading artificial intelligence companies. Our work included brand identity development, corporate materials, trade show assets, and social media content. Through a cohesive visual system and strategic content design, we helped communicate Senti AI's expertise, showcase its innovations, and build a professional brand presence across digital and industry platforms.

## Research



## Communication Design Industry Roadmap

*Client: Department of Trade and Industry's Competitiveness and Innovation Group and Communication Design Association of the Philippines*

### Our Responsibilities

Industry Research • Roadmap Development • Stakeholder Consultation • Workshop Design & Facilitation • Data Visualization • Technical Writing

Husay co-spearheaded the development of the Philippine Communication Design Industry Roadmap, a multi-stakeholder initiative to strengthen the country's communication design sector and contribute to the Philippines' ambition of becoming ASEAN's leading creative economy. Working alongside government, industry associations, creative professionals, academe, and civil society, Husay led research, stakeholder consultations, and roadmap development to identify strategic priorities, align sector-wide recommendations, and advance a more competitive, inclusive, and future-ready communication design ecosystem.

## What Our Partners Say About Partnering With Husay

Husay Company was our partner in mounting the first ever Marketing Bootcamp for Makatizen Artists held in November, 2019. We are grateful for their invaluable service to empower and equip our local artists with the necessary knowledge and skills to be more competitive in this industry. The generosity and passion of their principals towards our stakeholders and our institution have made a mark in our collective journey towards the further growth of the culture and arts sector in the City of Makati. We look forward to more collaborative work with them in the future.

### **City Government of Makati Museum and Cultural Affairs City**

It has been such a privilege working with Husay Matuto in our Bayanihan for Distance Learning initiative. Talagang ibang klase ang husay, ang talento, dedikasyon, at puso na ibinahagi nila. Buong-buo nilang ibinigay ang sarili, sa kapwa. Ito mismo ang mga kailangan nating katuwang sa panahon ngayon – mga kakampi sa paglikha ng mas marami pang oportunidad para sa mga nangangailangan at sa pagkamit ng better normal na pinapangarap natin. Kaya laking pasasalamat naming sa Husay Matuto for being our partner. Sana we find more ways to work together in the future! Padayon!

### **Office of the Vice President of the Philippines 2022**

Husay is a great agency to work with if you don't have an in-house designer. They quickly understood and adjusted to our company branding from the very first project we worked on in early 2023. Working with them has always been smooth, the designer even submits the tasks earlier than the deadline and is quick to work on revisions. We look forward to working with Husay in the years to come.

### **Senti TechLabs, Inc.**

As the project lead of the projects we collaborated with Husay, I am generally satisfied with how our coordination went. Although there were hiccups during the production due to last minute delays and sudden changes, Husay was very flexible and always solution-oriented. The outputs were of high quality!

### **United Nations World Food Programme**



## **We believe good work deserves good partners.**

We are in pursuit of work that changes organizations, strengthens communities, and quietly shapes the way people experience the world.

If you're building something that informs, connects, inspires, or improves lives, we'd be honoured to build it with you.

Let's build it together.



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