





ERICKSON PALACAY

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CONTACT

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EDUCATION

Interactive Media Design Diploma Program

Seneca@York Campus

Toronto, ON Canada

September 2023 to Current

Bachelor's in Information Technology Graduate

AMA Computer College

Davao City, Philippines

June 2002 to December 2006

High School Graduate

St Peter's College of Toril

Davao City, Philippines

June 1998 to March 2002

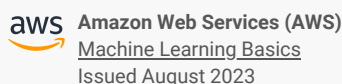
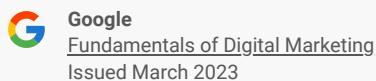
Elementary Graduate

Don Juan del Cruz Central Elementary School

Davao City, Philippines

June 1992 to March 1998

CERTIFICATION



PROFILE

With over 15 years of experience as a skilled Graphic Designer and 10 years as a proficient Webmaster, I bring a wealth of creativity and technical expertise to the table. My passion for crafting visually appealing and user-friendly designs has driven me throughout my career. I am excited to embark on a new journey as I pursue a Interactive Media Design College Diploma at Seneca York starting Fall 2023.

EXPERTISE

My extensive background in graphic design has equipped me with a keen eye for detail, a strong sense of aesthetics, and a deep understanding of design principles. I have successfully conceptualized and delivered numerous print and digital design projects, ranging from branding materials to web layouts.

WEBMASTER PROFICIENCY

As a webmaster for a decade, I have honed my skills in website maintenance, and optimization. My knowledge of HTML, CSS, and UX design ensures that the websites I handle are both visually appealing and functionally seamless.

WHAT I OFFER

- **Strong Creative Drive:** A passion for creativity and design, fueling a commitment to producing visually appealing and engaging content.
- **Attention to Detail:** A keen eye for precision and an unwavering focus on delivering high-quality work.
- **Continuous Learning:** Eager to expand skill sets, as demonstrated by enrolling in a diploma program, to stay updated with the latest industry trends and technologies.
- **Collaboration:** An inclination towards working effectively in cross-functional teams, leveraging expertise to achieve collective goals.
- **Adaptability:** A track record of evolving with the dynamic design and digital landscape, embracing new tools and techniques.
- **Result-Oriented:** Dedication to achieving goals and delivering projects on time, ensuring client and company satisfaction.
- **Ethical Approach:** Upholding professional and ethical standards in all aspects of work, fostering trust and credibility.

ONGOING LEARNING

Fueling my commitment to growth, I have enrolled in Seneca York's Interactive Media Design College Diploma program last Fall 2023. This chapter exemplifies my dedication to pushing the boundaries of design innovation. Moreover, I am simultaneously pursuing the Google UX Design Professional Certificate, a testament to my unyielding pursuit of honing my skills and expertise in the realm of UX design. This dual-pronged approach underscores my drive to master the intricate facets of design, ensuring I remain at the forefront of the ever-evolving landscape.

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REFERENCES

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Dawn Sanders

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CERTIFICATION



Google

Fundamentals of Digital Marketing

Issued March 2023



Amazon Web Services (AWS)

Machine Learning Basics

Issued August 2023

WORK EXPERIENCE

Graphic Designer

iPromote Media Inc. · Remote

Mar 2013 - Jul 2023 · Oakville ON Canada

Over a decade with one company, my roles ranged from creating tailored graphics for brands, designing logos and illustrations for print and digital media, and using software for various visuals. I consistently generated innovative ideas, collaborated with cross-functional teams, and ensured top-notch design quality through meticulous review. Juggling multiple projects, I met tight deadlines while maintaining keen attention to detail and quality control.

Job Roles and Responsibilities:

- Design unique and customized graphics for brands, according to specific client needs and brand image.
- Create visual elements, such as logos and product illustrations, for print and digital media.
- Utilize computer software to produce charts, graphs, and other artwork.
- Generate fresh and innovative ideas to enhance design concepts.
- Collect information and data through research to develop comprehensive design briefs.
- Display artistic talent through rough sketches and illustrations.
- Collaborate with copywriters, web developers, and marketing specialists to create effective designs.
- Ensure design quality, consistency, and accuracy by reviewing and examining work.
- Prepare design files for production and printing.
- Adjust the layout and scale of photos, and ensure proper screen values for print reproduction.
- Manage multiple projects simultaneously and remain flexible during revisions while paying close attention to detail.
- Meet project deadlines and ensure design quality.
- Provide quality control by ensuring that job deadlines are met on time.

Webmaster and Graphics Designer

International Business Advisors · Remote

Aug 2011 - Sep 2021 · Laredo, Texas USA

For 10 years, I excelled as a Webmaster/Graphics Designer. I crafted brand-aligned graphics, logos, and visuals for diverse media, skillfully used design software, and consistently brought innovative ideas to design concepts. Collaborating seamlessly with teams, I upheld design excellence, managed multiple projects, and consistently delivered high-quality outcomes within strict timelines.

Job Roles and Responsibilities:

Webmaster

- Web Design: Crafting website layouts using HTML/CSS, WordPress, and graphic design skills. Ensuring site maintenance and updates.
- Server Maintenance: Managing security updates, malware checks, server logs, hosting support, bandwidth, and up-time.
- Site Maintenance: Performing backups, updating WordPress, managing plugins, enhancing security, and fixing broken links.
- Analytics: Tracking site metrics, including visitors, page views, time on page, bounce rates, keywords, and referrers.

Graphic Designer

- Artistry: Creating appealing artwork for diverse audiences, iterating based on client and management feedback.
- Logo and Branding: Designing symbols for company identity, used in presentations, packaging, and websites.
- Print Media: Crafting designs for print materials like brochures, posters, and banners.
- Multimedia: Creating graphics and animations for web, trade shows, and marketing.
- Internet Marketing: Handling social media profiles, online ads, banners, ecovers, and email campaigns.

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 **Google**
Fundamentals of Digital Marketing
Issued March 2023

 **Amazon Web Services (AWS)**
Machine Learning Basics
Issued August 2023

WORK EXPERIENCE

Graphic Designer

Firehorse Investments LLC · Remote May 2009 - Sep 2012 · Salt Lake City, Utah USA

Consistently delivered high-quality work, adhered to deadlines, and provided valuable design insights to the marketing team. Strong design skills, professionalism, punctuality, and ability to contribute creatively to marketing efforts.

Job Roles and Responsibilities:

- Graphic Designer: Created captivating designs for websites, logos, banner ads, ecovers, and sales letters, using tools like Photoshop and InDesign.
- Website and Logo Design: Developed engaging websites and distinctive logos that aligned with clients' brand identities.
- Banner Ads and Ecovers: Designed attention-grabbing banner ads and appealing ecovers for digital products.
- Sales Letter Design: Crafted persuasive sales letters that visually complemented marketing campaigns.
- InDesign Work: Utilized InDesign to design training manuals and brochures.
- Design Consultation: Provided creative insights to the marketing team, contributing to innovative design directions.
- Timely Execution: Consistently met project deadlines, ensuring prompt and efficient project completion.

Graphics Designer

Staffers USA BPO · Full Time Aug 2011 - Sep 2021 · Davao City . Philippines

"Exhibited a high level of professionalism and proficiency in diverse graphic design responsibilities. Have remarkable proficiency as a Graphic Designer, exemplifying his contribution to StaffersUSA Business Process Outsourcing's creative endeavors and commitment to delivering exceptional design solutions during his tenure."

Job Roles and Responsibilities:

- Creative Management: Guided projects from concept to realization, demonstrating adeptness in project oversight.
- Brand-Centric Design: Produced marketing and e-marketing materials aligning with client brands.
- Goal-Driven Graphics: Developed graphic elements to match client objectives, enhancing project impact.
- Versatile Design: Merged traditional and digital tools to craft layouts and graphics for diverse media.
- Multimedia Craftsmanship: Utilized photography and design to create impactful artwork.
- Web Graphics Proficiency: Produced captivating content for web layouts, banners, and graphics.
- Adaptive Illustrations: Tailored illustrations to meet specific client needs with meticulous detail.
- Resource Management: Efficiently procured necessary graphic and photographic supplies.
- Digital Art Fusion: Employed innovative techniques for captivating digital media.
- Collaborative Excellence: Worked with teams to provide insightful design recommendations.
- Client-Centric Presentations: Effectively communicated design concepts for client approval.