

ERICKSON PALACAY

Web and Graphics Designer | Webmaster

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Seasoned Graphic Designer and Webmaster with over 10 years of experience in creating visually captivating and user-friendly designs. Skilled in print and digital media, website maintenance, and optimization. Passionate about continuous learning, collaboration, and adapting to industry advancements. Committed to achieving results and maintaining high quality standards.

AREAS OF EXPERTISE

- Brand-Aligned Graphic Design
- Web Design and Maintenance
- Adobe Suite Software Proficiency
- Quality Control
- Project Management
- Collaborative Teamwork
- Research and Development
- Print Media Design
- Multimedia Design
- Server and Security Management
- Analytics and Optimization
- Internet Marketing

KEY ACHIEVEMENTS

Redesigned Company's Digital and Print Assets: Led the comprehensive redesign of the company's branding, including logos, brochures, website, and social media profiles. This initiative resulted in a 30% increase in brand recognition and a 20% boost in client engagement within six months.

Optimized Website Performance: Successfully revamped the company's website, implementing effective SEO strategies and improving site speed, which led to a 40% increase in organic traffic and a 25% reduction in bounce rates over the course of a year.

PROFESSIONAL EXPERIENCE

iPromote Media Inc. · Remote
Graphic Designer

Oakville ON Canada
Mar 2013 – Jul 2023

Created Customized Brand Graphics: Designed unique and tailored graphics, including logos and product illustrations, for various brands, ensuring alignment with client needs and brand images.

Collaborated on Cross-Functional Projects: Worked closely with copywriters, web developers, and marketing specialists to create cohesive designs, managing multiple projects and meeting tight deadlines with high quality.

Maintained High Design Standards: Ensured design quality and consistency through meticulous review and quality control, preparing files for production and adjusting layouts for optimal print reproduction.

International Business Advisors · Remote
Webmaster and Graphics Designer

Laredo, Texas USA
Aug 2011 – Sep 2021

Website Design and Maintenance: Crafted website layouts using HTML/CSS and WordPress, ensuring site maintenance, updates, and optimal performance through regular security checks and server management.

Analytics and Optimization: Tracked and analyzed site metrics, including visitor behavior, page views, and bounce rates, to optimize user experience and improve website performance.

Comprehensive Graphic Design: Created appealing artwork, logos, and branding symbols for diverse audiences, and designed print materials and multimedia graphics for various marketing channels.

EDUCATION

Seneca College @York Campus
Interactive Media Design Diploma Program

Toronto, ON Canada
September 2023 to Current

AMA Computer University
Bachelor of Science in Information Technology

Davao City, Philippines
June 2002 to December 2006