



erickson palacay

Interactive Media Design
Web & Graphics Designer | Webmaster

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PROFESSIONAL OVERVIEW

Experienced Multimedia Graphic Designer, Website Designer, and Webmaster with over a decade of expertise in print, digital media, and web maintenance. I started as a traditional graphics and media designer but transitioned into a multidisciplinary designer to stay relevant in the field. I specialize in interactive media design, animation utilizing after effects, cybersecurity, print media, logos and website design, blending creativity/solutions with technology. Passionate and dedicated to delivering high-quality design solutions that enhance brand presence and optimize user experience.

EDUCATION

Seneca Polytechnic

Interactive Media Design Diploma
Toronto, Canada

2023-2025

AMA Computer University

Bachelor of Science in
Information Technology
Davao City, Philippines

2002-2006

CERTIFICATIONS



Google
Fundamentals of Digital Marketing
March 2023



Amazon Web Services (AWS)
Machine Learning Basics
August 2023

PROFESSIONAL EXPERIENCE

Seneca Polytechnic Learning Centre Tutor

Toronto Canada
Sep 2024 - Current

- Tutor students in the Interactive Media Design program, assisting with design principles, multimedia projects, and software applications.
- Guide students in using Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Visual Studio Code and Premiere Pro, to enhance their creative and technical skills.
- Provide computer support and troubleshooting, helping students resolve software issues, optimize workflows, and navigate design tools effectively.
- Adapt tutoring methods to accommodate different learning styles, ensuring students grasp key concepts and techniques.
- Foster a collaborative learning environment, encouraging peer engagement, discussions, and hands-on practice.

iPromote Media Inc. Graphic Designer

Oakville Canada
Mar 2013 - Jul 2023

- Designed custom brand graphics, including logos, product illustrations, and visual elements for print and digital media, aligning with client needs.
- Utilized design software to create charts, graphs, and artwork while researching and developing creative concepts.
- Produced rough sketches and illustrations, translating ideas into polished, high-quality designs for various applications.
- Collaborated with copywriters, web developers, and marketing specialists to develop cohesive and effective designs.
- Managed multiple projects, ensuring design quality, meeting tight deadlines, and maintaining consistency across all deliverables.
- Developed branding strategies, ensuring cohesive visual identities across print, web, and marketing materials.

International Business Advisors Webmaster and Graphics Designer

Laredo, Texas USA
Aug 2011 - Sep 2021

- Designed and maintained websites using HTML/CSS, WordPress, and graphic design skills, ensuring regular updates and optimal performance.
- Managed server security and maintenance, including updates, malware checks, backups, hosting support, and uptime monitoring.
- Tracked and analyzed website performance metrics, optimizing visitor engagement, SEO, and traffic sources.
- Created multimedia content, including animations, graphics, and promotional materials for web, trade shows, and marketing campaigns.
- Handled internet marketing, managing social media, online ads, email campaigns, and digital branding efforts.
- Implemented UX/UI improvements to enhance website functionality and user experience.

CORE SKILLS

Professional Skills

- Collaboration & Teamwork
- Tutoring & Mentorship
- Problem-Solving & Adaptability
- Creative Thinking & Innovation
- Attention to Detail & Quality Control
- UX/UI Design & Optimization

Technical Skills

- Adobe Creative Suite
- HTML, CSS, JS, and WordPress
- Figma, Miro, and Milanote
- Microsoft 365