erickson palacay

Interactive Media Design
Web & Graphics Designer | Webmaster

+1 647 781 0745

ericksonpalacay@gmail.com

ericksonpalacay.com

linkedin.com/in/erickson-palacay

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
Interactive Media Design Program,
Microsoft Office, Adobe Creative Suite 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.

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