

# Erica Olavario

UX Designer | Photographer

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Portfolio @ [ericaolavario.com](http://ericaolavario.com)

## Objective

Highly creative and motivated digital designer with a stellar track record of 6 years in digital production and design. Demonstrated expertise in client leadership, personal leadership, team leadership, and an exceptional ability to manage quality, mitigate risks, and leverage technical skills to drive success in various projects and engagements.

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## Areas of expertise

### Design Thinking

Utilizes Design Thinking principles to identify and solve complex design challenges, ensuring a user-centric approach throughout the design process

### Human-Centered Design

Creates intuitive and engaging user experiences by employing Human-Centered Design techniques, focusing on the needs and behaviors of users

### Interaction Design

Develops interactive and seamless user interfaces that enhance user engagement and satisfaction, while aligning with business objectives

### UI/Visual Design

Crafts visually stunning and aesthetically pleasing user interfaces that effectively communicate brand identity and elevate user experiences

### Video Editing/Visual Storytelling

Demonstrates expertise in video editing and visual storytelling, combining technical proficiency with creative storytelling techniques to produce compelling and impactful visual content

### Photography

Captured visually captivating and high-quality photographs, utilizing composition, lighting, and editing techniques to create visually appealing imagery that supports brand messaging and enhances user experiences

## Skills

- **UX:** User Flow, Wireframes, Prototypes, User Research, Usability Testing
  - **Photography:** b&w (Canon A-E1), color (Sony A6400), processing, developing, printing; portrait, product/advertising, photojournal, street
  - **Softwares:** Figma, Adobe XD, Adobe Premiere Pro, Adobe After Effects, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Miro, Mural, Canva
  - **Front-End:** HTML, CSS, JavaScript, jQuery, Bootstrap
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## Experience

### Lead UX Designer

May 2022 – Aug 2022

Instantly Relevant (Contract)

- Leveraged comprehensive UX research and competitive audits to derive valuable insights, enabling data-driven design decisions and optimized user experiences.
- Applied findings to enhance design for maximum impact and engagement, showcasing expertise in user-centered design and research methodologies.
- Effectively translated user requirements, creating tangible design solutions that cater to user needs and enhance the overall user experience – user flows, wireframes, and prototypes
- Collaborated directly with the client (CEO) as well as front-end and back-end engineers to successfully create a client and admin platform for content writing

### Lead UX Designer

Mar 2022 – May 2022

CorSource (Contract)

- Conducted comprehensive UX research and competitive audit, leveraging valuable insights to optimize user experiences throughout the subscription renewal page and end-to-end order to cart checkout process
- Developed interactive and intuitive interaction designs, user flows, wireframes, and prototypes, translating user requirements into tangible design solutions
- Collaborated seamlessly with cross-functional teams including front-end developers and back-end engineers, ensuring effective communication and successful implementation of design solutions

**UX Designer**

Ernst &amp; Young (Fulltime)

April 2020 – May 2022

- Led UX, UI/Visual, and Mural design initiatives for the Digital (DET) team, successfully delivering a range of digital projects
- Built interactive and engaging interaction designs, user flows, wireframes, and prototypes to optimize user experiences
- Created visually impactful infographics and illustrations to enhance client services and effectively communicate complex information
- Coordinated team collaboration using tools such as Miro, Asana, Mural, and SharePoint, ensuring seamless workflow and communication
- Utilized front-end web development skills including CSS, HTML, JavaScript, jQuery, and Bootstrap to implement and enhance the visual and interactive aspects of digital designs

**Digital/Web Producer**

Ernst &amp; Young (Fulltime)

Sep 2016 – April 2020

- Served as the sole developer for ey.com/kr (Korea), handling all aspects of website development and maintenance
- Successfully managed ey.com digital requests for Global, APAC, Americas, and EMEIA regions, ensuring timely delivery and alignment with global brand standards
- Took charge of visual layout and components, as well as the user interface (UI) of EY websites, maintaining a consistent and visually appealing online presence
- Generate social media news alerts (Twitter, Facebook, LinkedIn)
- Leveraged front-end web development skills, including CSS, HTML, JavaScript, jQuery, and Bootstrap, to implement responsive and user-friendly designs for optimal user experiences

## Education

### FLEMING COLLEGE

2022-2023

Integrated Design, Certificate in Photo Arts

### UNIVERSITY OF THE PHILIPPINES

2012-2016

BA Linguistics, Cum Laude

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## Awards & Certificates

- Photo Arts
- Advanced Haliburton Art Bursary Fall 2023
- BCS Foundation Certificate in User Experience V1.4
- Lean Six Sigma White Belt
- SmartServe
- Workplace Hazardous Materials Information System (WHMIS)
- East Asia Academic Excellence Entry Scholarship
- Global Merit-based Scholarship
- Advanced Haliburton Art Bursary Fall 2022