

Erica Olavario (She/Her)

Digital Experience Designer

(587) 228-4716 | [Email](#) | [Linkedin](#)

Edmonton, AB T6W 3X8

Portfolio @ <https://www.ericolavario.com/>

Objective

To leverage over six years of experience as a Multimedia Designer in crafting captivating digital experiences through visual storytelling. Proficient in multimedia art, video production, photography, printing, web design, and front-end development, adept at merging creativity with technical expertise to deliver immersive and engaging user experiences.

Skills

- **Web & Graphic Design:** user flow, storyboarding, wireframing, prototyping, UX research, UX writing, branding, typography, concept sketching, visual design, infographics, illustrations, presentation design;
 - **Front-End Dev:** HTML, CSS, JavaScript, jQuery, Bootstrap, Python, SQL, SEO, Analytics, Adobe Experience Manager, SharePoint, Wix Editor, Wix Studios, Squarespace, WordPress, Data & Asset Management
 - **Photography:** lighting setup, stage setup, darkroom processing, developing and scanning film negatives and slides, heat-transfer, risograph printing, offset printing, vinyl printing, darkroom & digital printing;
 - **Video Editing:** storyboarding, cinematography, sound design, production design, video editing, voiceover;
 - **Softwares:** Figma, Adobe XD, Adobe Premiere Pro, Adobe After Effects, Adobe Illustrator, Adobe Lightroom Classic, Adobe Photoshop, Miro, Mural, Canva, Microsoft Office 365, SharePoint, Jira, Asana;
 - **Leadership Skills:** communication, decision-making, delegation, conflict resolution, strategic thinking, time management, adaptability, and problem-solving
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Experiences

Photo Lab Technician (Contract)

Smart Photography Ltd.

Aug 2024 - Oct 2024

- **Color Correcting & Editing:** Performs precise color correction and image editing using Photoshop and Lightroom, ensuring high-quality school portraits and group images.
- **Green Screen Processing:** Efficiently executes green screen removal and background replacement, maintaining accuracy and consistency across images.
- **Class Photo Assembly:** Compiles individual student portraits into cohesive class photos, ensuring accuracy and timely completion.

Graphic Design & Gallery Assistant (Contract)

Jun 2024 – July 2024

Alberta Craft Council

- **Graphic Design and Marketing:** Assists the Digital Content and Marketing Coordinator by producing graphic design and marketing materials for exhibitions and other organizational needs.
- **Gallery Exhibit Assistance and Customer Service:** Supports the retail gallery by providing customer service, handling sales, and learning about various fine craft mediums, processes, and artists, including proper object care and packaging, and exhibit installation.
 - Innovative Threads: Contemporary Weaving (launched on July 6, 2024)
 - The Nina Collective (to be launched on July 27, 2024)
- **Content Creation and Multimedia Design:** Engage in content creation for digital platforms, including product photography, and artist video interviews; exhibit graphic designer for labels, didactics, invitations, posters, and vinyl prints.

Admin Assistant & Graphic Designer (Casual)

Whyte Ave Landscape Supplies Ltd

Apr 2024 – Jun 2024

- Assists guests in person or over the phone, addressing inquiries, and meeting their needs effectively.
- Manages administrative duties such as creating invoices, scheduling deliveries, handling paperwork, maintaining digital files, and ensuring smooth operations and organization.
- Designs and develops digital and branding materials such as promotional graphics, in-house photography, and WordPress management to enhance brand identity and engage customers.

FAVA (Member)

Mar 2024 – Present

The Film and Video Arts Society of Alberta

- **Studio Maintenance:** Supports studio upkeep, gear maintenance, and event coordination, and contributes to newsletters and blogs.
- **Collaborative Filmmaking:** Works with fellow filmmakers and team members to assist in film and video production projects

Lead UX Designer (Contract)

May 2022 – Aug 2022

Instantly Relevant

- Conducted comprehensive UX research and competitive audits, translating insights into data-driven design decisions and optimized user experiences.
- Applied findings to enhance design for maximum impact, showcasing expertise in user-centered design and research methodologies applying WCAG principles.
- Translated user requirements into tangible design solutions, collaborating with cross-functional teams to define brand identity and ensure project completion on schedule.

Lead UX Designer (Contract)

Mar 2022 – May 2022

CorSource

- Conducted comprehensive UX research and competitive audits, optimizing user experiences for subscription renewal and order-to-cart checkout processes.
- Developed interactive designs, user flows, and prototypes, translating user requirements into tangible design solutions.
- Collaborated with cross-functional teams, including front-end developers and back-end engineers, effectively communicating and implementing design solutions.
- Ensured compliance with WCAG 2.0 level AA for accessibility requirements

UX Designer, Visual Design

April 2020 – May 2022

Ernst & Young, Digital & Emerging Technology Team

- Led UX/UI/Visual design initiatives, creating impactful designs and infographics, PowerPoint and Mural presentations
- Coordinated team collaboration using tools like Miro, Asana, and SharePoint
- Utilized front-end web development skills to enhance digital designs
- Maintained branding standards and created a visually appealing online presence, complying with WCAG guidelines

Digital/Web Publisher

Sep 2016 – April 2020

Ernst & Young, Knowledge Team

- Utilized front-end web development skills to implement responsive designs
- Spearheaded ey.com/kr (Korea) development and maintenance, focusing on client needs, managing CMS (Lotus Notes, SharePoint, AEM) for seamless web access and QA
- Led UI design for EY websites, ensuring a consistent and appealing online presence
- Collaborated with UX writers to enhance user experience with effective content strategies
- Generated social media news alerts on platforms like Twitter, Facebook, and LinkedIn

Career Highlights

- 'Ugnayan' film broadcast in TFC (The Filipino Channel) & iwanttfc platform worldwide in 2024
 - Nominee for Best Short Documentary 'Ugnayan' @ San Diego Filipino Film Festival 2023
 - Led major ey.com APAC web launches commended by both editors and stakeholders
 - Hayne Royal Commission (Australia) reaching out to over 7k clients and to over 100k LinkedIn users
 - Australian Federal Budget
 - Implemented Digital Production site for ey.com (360 man-hours, \$11,160.00 annual savings)
 - Improved QA tool and reports monthly QA disputes raising monthly QA Accuracy (KPI)
 - Conducted Korean Classroom Training for EYKManila Producers
 - Created Korean Language Modules for all EY employees globally (288 man-hours, \$8,928 annual savings)
 - Promoted EY GDS Philippines branding and recognition through various CSR activities
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Awards & Certificates

- President's Honor Roll - Fleming HSAD Graduation 2024
- Photo Arts Certificate Award - Fleming HSAD Graduation 2024
- BCS Foundation Certificate in User Experience V1.4 (WCAG)
- Lean Six Sigma White Belt
- Workplace Hazardous Materials Information System (WHMIS)
- Ernst & Young Awards
 - Spot Awardee, 2019 "*Building a colorful world with Concordia Children's Services Inc.*"
 - Power of One, 2019 ey.com - Royal Hayne Commission Launch
 - *PhEYnomenal* Women of 2018
 - Power of One, 2018 - ey.com - Australian federal budget launch, Blood Donation Drive
 - Quality Evangelist Nominee 2017
- Honorary Member, Pi Gamma Mu - International Honor Society in Social Sciences

Education

Haliburton School of Art + Design

2022-2023

Diploma in Integrated Design *GPA 3.929*
 Certificate in Photo Arts *GPA 3.771*

University of the Philippines

2012-2016

Bachelor of Arts in Linguistics *with Honors*

Languages

Tagalog	Native
English	Fluent
Korean	Intermediate
