

Erica Olavario (She/Her)

Multimedia Designer

(587) 228-4716 | [Email](#) | [Linkedin](#)
80 Ave NW, Edmonton, AB T6G 0R5

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

Profile

Multimedia Designer with over six years of experience 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, Google Business, Google Suite
- **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;
- **Software:** 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
- **Languages:** Tagalog: Native; English: Fluent; Korean: Intermediate

Experience

Contributing Writer/Photojournalist

Oct 2024 - Present

Alberta Filipino Journal (AFJ)

- **Arts and Culture Writing:** Research and craft compelling articles that highlight the work of local Filipino artists and cultural initiatives, emphasizing their contributions to Edmonton's arts scene.
- **Storytelling for Impact:** Collaborate with community members and organizations to document and share stories that promote Filipino heritage, cultural diversity, and social advocacy efforts.
- **Event Photography:** Capture high-quality images of Filipino community events in Edmonton, showcasing cultural celebrations, significant milestones, and gatherings for publication.

Web Designer

Oct 2024 - Dec 2024

Maki Maki/ Kinshi Rinji

- Rebranding: Designed and implemented creative online rebranding strategies to enhance brand identity and engagement.
- Web Design: Delivered visually compelling and user-friendly website designs, optimized for SEO, POS integration, and restaurant reservations, while managing DNS forwarding and domain configurations using Wix's back-end tools.
- Google Business: Streamlined business verification processes and developed integrated, platform-specific social media content to boost online presence and customer interaction.

Photo Lab Technician

Aug 2024 - Nov 2024

Smart Photography Ltd.

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

Graphic Design & Gallery Assistant

Jun 2024 - July 2024

Alberta Craft Council

- Graphic Design and Marketing: Assisted 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: Supported 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 (launched on July 27, 2024)
- Content Creation and Multimedia Design: Engaged in content creation for digital platforms, including product photography, and artist video interviews; art exhibition's graphic design for labels, didactics, invitations, posters, and vinyl prints.

Admin Assistant & Graphic Designer

Apr 2024 - Jun 2024

Whyte Ave Landscape Supplies Ltd

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

Lead UX Designer

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

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

Front-End Dev

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 on 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

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

Volunteer Experience

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| 2024 | <ul style="list-style-type: none"> ● <i>Assistant, Justice4Reel Film Festival</i>, Migrante Alberta x the John Humphrey Centre for Peace and Human Rights ● <i>Assistant, Print Affair 2024: The Longest Night</i>, Snap Gallery ● <i>Photographer & Exhibit Assistant, Joint reception: Innovative Threads Contemporary Weaving + Drawn</i>, Alberta Craft Gallery ● <i>Photojournalist/Contributing Writer</i>, Alberta Filipino Journal, Edmonton, AB ● <i>Photographer & Exhibit Installation, Cultural & Heritage Zone</i>, YEG Pinoy Fiesta, UP Alumni Association Edmonton (UPAAE) x Philippine Edmonton Events and Arts Society (PHIDEAS) ● <i>Studio Maintenance</i>, Film and Video Arts Society of Alberta (FAVA) |
| 2019 | <ul style="list-style-type: none"> ● <i>Lead Organizer, Building a Colorful World 2.0</i>, Ernst & Young & Concordia Children's Services |
| 2018 | <ul style="list-style-type: none"> ● <i>Lead Organizer, Building a Colorful World</i>, Ernst & Young & Concordia Children's Services |
| 2013 | <ul style="list-style-type: none"> ● <i>Korean Language Class Teacher</i>, UP Arirang, University of the Philippines ● <i>Cultural & Academic Affairs Committee Head</i>, UP Arirang, University of the Philippines |

Affiliations & Memberships: Alberta Filipino Journal, SNAP Gallery, FAVA, UPAAE, Migrante Alberta

Education

Haliburton School of Art + Design

Diploma in Integrated Design
Certificate in Photo Arts

GPA 3.929
GPA 3.771

University of the Philippines

Bachelor of Arts in Linguistics

with Honors