

# Erica Olavario (She/Her)

Digital Experience Designer

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Edmonton, AB T6W 3X8

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

## Objective

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

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## Skills

- **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;
  - **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, asset management, CMS;
  - **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

### 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 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 for seamless web access and QA using SharePoint
- 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

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## Career Highlights

- 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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## Education

### Haliburton School of Art + Design

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

2022-2023

### University of the Philippines

Bachelor of Arts in Linguistics      *with Honors*

2012-2016

## Awards & Certificates

- Nominee for Best Short Documentary 'Ugnayan' @ San Diego Filipino Film Festival 2023
- 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

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## Languages

Tagalog	Native
English	Fluent
Korean	Intermediate

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