

EUGENE ALDREIN C. PAGLICAWAN

Senior Graphic/Multimedia Designer

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PROFESSIONAL SUMMARY

Over ten years of experience in the field of Multimedia Arts, Graphic Design, Layouting, Packaging Design and Video Editing. Experience in four countries; Australia, United Arab Emirates, Singapore and the Philippines. Has served a variety of clientele that includes YWCA Canberra, L'Oréal, Bic, Starbucks, Bayer, Standard Insurance and more.

Adobe Creative Suite, Canva | Graphic Design, Packaging Design, Printing Preparation | Branding, Typography, Layouting | Content Creation, Video Production, Video Editing, Motion Graphics | Social Media Scheduling, Basic AI-Assisted Copywriting | HTML, CSS, Wordpress, Elementor | Client Liaising, Event Support, Documentation | Mac and PC Proficient

PROFESSIONAL EXPERIENCE

Digital Marketing and Content Producer | YWCA Canberra — Canberra, ACT, Australia *Sept 2024 – May 2026*

- Reported to the Director of Communications, Advocacy & Engagement to produce engaging digital content for YWCA Canberra's communication channels.
- Developed visually appealing graphics for social media using Canva and managed scheduling through Buffer.
- Updated and maintained website content via WordPress and Elementor, ensuring information is current and accessible.
- Created offline materials with Adobe Creative Suite to support various initiatives, events and campaigns.
- Ensured organisation branding guidelines are properly applied throughout all material.

Graphic Designer | Talents Flow DMCC — Dubai, United Arab Emirates *April 2021 – Jun 2024*

- Designed engaging online and offline materials for high-profile clients including L'oreal, BIC and MAC cosmetics.
- Created static ads, videos, and motion graphics for social media campaigns, enhancing brand visibility.
- Developed creative designs and final artworks for print, ensuring high-quality production standards.
- Produced 3D mockups and layout files for point of purchase displays and packaging, showcasing innovative design solutions.

Creative Designer | Medialink Printing Services Pte Ltd — Singapore *Mar 2017 – Dec 2020*

- Collaborated with clients such as Starbucks Coffee, Bayer (Redoxon, Clarityn and Berocca) and more to fulfill their creative and printing needs.
- Developed a tracking system for job progress and file management using Google Docs.
- Designed print materials and point-of-purchase displays, enhancing brand visibility for various clients.
- Worked alongside sales, marketing and printing teams to deliver client material.

Multimedia Designer | Standard Insurance Co. Inc. — Makati, Philippines *Jan 2014 – Jun 2016*

- Developed engaging marketing materials including flyers, brochures, and outdoor signages to enhance brand visibility.
- Created audio-visual presentations in video format to effectively communicate company messages.
- Documented company events through photography and videography, capturing key moments for promotional use.
- Collaborated with various departments to provide tailored marketing files, ensuring cohesive branding across all company branches.

Graphic Designer | Affinity Express Philippines Inc. — Quezon City, Philippines *Sep 2012 – Sep 2013*

- Designed engaging Flash and Static ads for US-based online newspapers, enhancing their digital presence.
- Developed video ads using Jivox, contributing to innovative advertising solutions.
- Created mobile websites through Mofuse, optimizing user experience across devices.

Multimedia Specialist | Learning Raised E Power Corp. — Muntinlupa, Philippines *Feb 2011 – Feb 2012*

- Developed engaging E-Learning modules to enhance company personnel training for our clients.
- Created visually appealing graphics, layouts, Flash animations and 3D animations for clients like ERIKS nv and TNT/PostNL and more to meet their multimedia needs.

EDUCATION

Bachelor of Multimedia Arts — De La Salle – College of St. Benilde; Manila, Philippines 2010

CERTIFICATIONS

Skilled Work Regional (Provisional) Visa – subclass 491
Working with Vulnerable People ACT Reg No. 00727293
Verified International Academic Qualifications – 5589978IMM
VETASSESS Positive Assessment (Graphic Designer) – 22PA422479

PORTFOLIO

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