

ERIS R. MENDOZA

GRAPHIC DESIGNER | MULTIMEDIA DESIGNER | DIGITAL MARKETER

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Experience

Graphic Designer | Digital Marketing Specialist

Airlink International UAE

10/2024 - Present Dubai, United Arab Emirates

- Designed and executed a unified cross-platform content strategy across Instagram, TikTok, and Facebook, leveraging reels, stories, and multimedia campaign assets to boost audience engagement by 30%.
- Crafted 200+ marketing and print materials, including brochures, flyers, posters, banners, and promotional giveaways, ensuring consistent visual communication across digital and print platforms.
- Captured and enhanced high-quality photography and videography content for promotional campaigns, corporate events, exhibitions, and branding initiatives.
- Produced videos, motion graphics, animations, GIFs, infographics, and explainer content, strengthening visual storytelling and supporting marketing objectives.
- Leveraged AI-powered tools to streamline content creation, copywriting, image enhancement, and creative workflows, reducing production time while maintaining brand quality.
- Coordinated creative assets for 50+ exhibitions, trade shows, and marketing activations while partnering with marketing teams to maintain brand consistency and execute successful campaigns.

Freelance Graphic & Multimedia Designer

In Out Concepts - Dubai, ACEM - Canada, DEM - Canada, Circus Music Festival - Philippines, KAN Clothing - Philippines

01/2023 - 11/2024

- Delivered creative solutions for 20+ clients across graphic design, branding, web development, photography, and video production projects.
- Partnered with clients to gather project requirements and transform concepts into visually compelling designs aligned with business goals.
- Produced 100+ creative assets, including logos, posters, social media graphics, marketing materials, and brand identity elements for businesses across various industries.
- Built responsive websites tailored to client requirements, enhancing online presence and user experience.
- Edited and optimized 20+ videos for educational, promotional, and social media purposes, delivering engaging content that met client specifications and deadlines.

Summary

Results-driven Graphic and Multimedia Designer with expertise in branding, marketing design, motion graphics, video production, photography, and web designing. Skilled in creating engaging visual content across digital, print, social media, and exhibitions while using AI-powered tools to enhance efficiency, maintain brand consistency, and deliver impactful, business-focused design solutions.

Education

Bachelor of Science Information Technology

Gordon College

2019 - 2023 Olongapo City, Philippines

Certificates

1. **Adobe Graphic Designer Professional Certificate** - Coursera | 2026
2. **Adobe Marketing Specialist Professional Certificate** - Coursera | 2026
3. **Adobe Digital Marketing Strategy Specialization** - Coursera | 2026
4. **Social Media Marketing I & II Certification** - HubSpot Academy | Valid 2026 - 2028

Experience

Graphics Designer / Web Designing

EasyPOS INC. Solution

02/2023 – 05/2023 Subic, Philippines

- Supported the execution of 10+ digital marketing campaigns, including Google Ads and social media promotions, helping improve online visibility and customer engagement.
- Generated 50+ digital marketing assets using Adobe Photoshop, Illustrator, and Canva, supporting brand awareness and promotional initiatives.
- Engineered website interfaces using HTML, CSS, and data integration techniques, ensuring responsive and user-friendly experiences.
- Enhanced promotional video content for digital marketing campaigns, increasing audience reach and content effectiveness.
- Oversaw content scheduling and developed creative assets for social media channels, ensuring consistent brand messaging and timely campaign delivery.
- Performed quality assurance testing for web and mobile applications, identifying bugs and usability issues to improve overall product performance.
- Implemented API functionality using Python and enhanced an existing VB.NET POS system, improving operational efficiency and system reliability.

Office Assistant

Pigs and Prints

01/2019 – 02/2019 Pampanga, Philippines

- Welcomed clients and assisted with inquiries, ensuring professional customer service.
- Answered phone calls and recorded delivery messages accurately.
- Maintained records management and filing systems to ensure organized documentation.
- Encoded and updated information as required for administrative operations.
- Managed office supply inventory and coordinated purchasing requirements.

Core Competencies

- Graphic Design
- Brand Identity & Visual Identity
- Marketing Collateral Design
- Print & Digital Design
- Motion Graphics
- Video Production & Editing
- Photography & Videography
- Social Media Content Creation
- Content Strategy
- Digital Marketing
- Exhibition & Event Branding
- Creative Campaign Development
- AI-Assisted Design
- Cross-functional Collaboration

Technical Skills

Adobe Creative Cloud

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects
- Lightroom

Design & Marketing

- Canva
- Blender

Reports and Analytics

- Meta Business Suite
- Google Analytics

AI Tools

- ChatGPT
- Adobe Firefly
- Microsoft Copilot
- Make
- N8N

Language

English

Tagalog