AILEEN CHARMAGNE R. ERAZO

UX Designer | Social Media Manager

- ✉ hello@charmerazo.design
- 📞 (+63) 992 3510 818
- 🔗 aileen-charmagne-erazo
- 🖥 charmerazo.design

EDUCATION

Visual Graphic Design NC III
Present
TESDA Online Program

Principles of Graphic Design
April 2024
University of the Philippines Open University

Google UX Design Certification
October 2023
Department of Trade & Industries x Coursera

BS Computer Science Major in IT
2006 – 2010
Pamantasan ng Lungsod ng Maynila

SKILLS

Graphic Design
UI/UX Design
Wireframing
Prototyping
Visual Design
Typography
Web Development
Front-end Development
Information Architecture
WordPress Development
Cascading Style Sheet
Content Management
Social Media Management

User-Generated Content
Content Planning
Content Scheduling
Brand Guidelines
Content Creation
HTML5

ABOUT ME

A creative enthusiast who recently embarked on a transformative journey into the world of UX design. Fueled by a lifelong passion for design and a deep love for singing and music, I've set out to craft captivating digital experiences that harmonize with users' needs. I strive to elevate brands through engaging digital experiences and impactful social media presence.

WORK EXPERIENCES

Freelance WordPress VA
Youth Renewal Fund, New York USA
February 2022 to Present

- Optimize website performance, ensuring fast loading times, responsiveness, and cross-browser compatibility.
- Customize WordPress themes and plugins to meet client specifications and enhance website functionality.
- Conduct thorough testing and debugging to identify and resolve any issues or bugs.
- Create, edit, and publish content effectively within WordPress.
- Apply SEO principles and best practices for web content.

Freelance Graphic Designer
Charmed Prints
December 2023 to Present

- Conceptualize and design captivating party favors, including invitations, loot bags, gable boxes, activity books, and customized products, utilizing advanced design tools such as Canva, Adobe Illustrator, and Figma.
- Manage a personal e-commerce website powered by WordPress and WooCommerce, overseeing the entire product lifecycle from creation to sales.
- Develop and implement innovative marketing strategies to drive traffic and increase sales on the e-commerce platform.
- Design custom Canva frames and graphics, leveraging Adobe Illustrator and Figma to enhance creativity and customization capabilities.
- Translate client brand guidelines into visually compelling social media graphics, ensuring consistency and coherence across all digital platforms.

Canva Element Creator
Canva, Philippines
November 2021 to Present

- Contributes elements to Canva's library as passive income.
- .Elements I make are vector arts.

TOOLS

Adobe XD	Notion
Adobe Photoshop	Airtable
Adobe Illustrator	Google Wokspace
Figma	cPanel
Canva	Meta Business Suite
Bootstrap Studio	Planoly
WordPress	WooCommerce
Wix	Elementor
Procreate	Filmora
iBis Paint	CapCut

CERTIFICATIONS

Coursera
- Google UX Design Specialization
- Responsive Web Design in Adobe XD
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Foundations of UX Design
- Create High-Fidelity Designs and Prototypes in Figma
- Design a User Experience for Social Good & Prepare for Jobs

UP Open University
- Principles of Graphic Design

Google Digital Garage
- Fundamentals of Digital Marketing

LinkedIn Learning
- Social Media Marketing Strategy: Tiktok and Instagram Reels

Kurso.ph
FB Ads Autopilot by Kurso.ph
- Graphic Design with Canva by Kurso.ph
- Social Media Management by Kurso.ph

VOLUNTEER

Social Media Ambassador (2021)
Mental Health PH

WORK EXPERIENCES

Freelance Blogger and WordPress Developer
2004 to Present

- Publishes own and pre-written articles for different brands.
- Utilizes different social media platform to increase brand awareness. (Brands I've worked with as a blogger: AYDA Nippon Paint, Shopee, Intellifluence, Pantene, Lumina, Glorious Blend, QurePH, Pepsi, Coca - Cola & more.
- Manages and develops own personal WordPress Blog. From domain registration to DNS setup. Administers WP installations, updates, backups, and cPanel administration.

Senior Social Media Manager
The Chidolue Law Firm, Georgia USA
February 2022 to August 2022

- Designed content using Canva to make stunning, eye-catching posts that complement the overall brand aesthetic.
- Video Editing for short-form videos (Reels, IGTV and TikTok)
- Worked closely with Managing Attorney and COO to define and execute content plans aligned with the brand strategy.
- Handled Facebook, Instagram and TikTok social media accounts and occasionally updates WordPress website.
- Use data-driven decision-making to guide your social media strategy in order to raise visibility and engagement. Test, learn, and optimize continuously to promote optimal growth.

Freelance WordPress Developer
Penbrothers, Makati City, Philippines
August 2021

- Installed and configured a WordPress plugin.
- Occasionally being contacted by the company to provide WP support.

Technical Architecture Delivery Senior Analyst
Accenture Inc, Philippines
June 2010 to December 2020

- Responsible for installing & configuring PeopleSoft Environments. maintaining and administering PeopleSoft applications
- Resolved complex technical problems with PeopleSoft systems.
- Provided Non-Production and Production Support.
- Resolved critical issues that avoided major financial loss.
- Release Coordinator that provided timely updates to clients regarding the status of Major Production Releases.
- Acted as Team Lead on three projects and ensured that the team produces quality work.
- Provided 24/7 On-Call Support and took ownership for any issues encountered during those periods.
- Assisted application team in troubleshooting/analyzing code related issues (i.e PeopleCode, HTML, CSS)

Web Designer/Developer Intern
Pamantasan ng Lungsod ng Maynila, Manila, Philippines
April 2009 to June 2009

- Responsible for designing and developing the University's first-ever official website.