



SHIELA  
GAMAYAO

WEB GRAPHIC  
DESIGNER &  
VIDEO EDITOR

## CONTACT



shielagamayao@gmail.com



shielagamayao

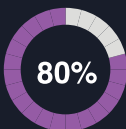


shielagamayao.wixsite.com/  
smrgfolio

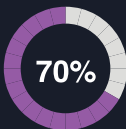


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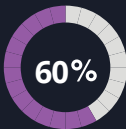
## SKILLS



ADOBE PHOTOSHOP,  
ADOBE ILLUSTRATOR,  
CANVA



ADOBE PREMIERE,  
ADOBE INDESIGN, HTML



PHOTOGRAPHY, CSS,  
WORDPRESS



ADOBE AFTER EFFECTS,  
ADOBE DREAMWEAVER,  
BOOTSTRAP



GOOGLE ANALYTICS,  
JQUERY, CLICKFUNNEL,  
FILEZILLA



SEO, JAVASCRIPT, PHP



## EDUCATION



**UNIVERSITY OF SANTO TOMAS**  
España, Manila Philippines  
Bachelor of Fine Arts and Design  
Industrial Design, 2005



**INFORMATICS**  
Cainta, Rizal Philippines  
Macromedia Dreamweaver  
May-June 2008



## EXPERIENCE



### DECEMBER 2017 – PRESENT

Self-employed

#### Web Graphic Designer and Video Editor

- Initiate, define and lead new design projects from concept to completion across all media.
- Plan, design, develop and manage all media products for various projects.
- Work closely with the Social Media and Content Manager to ensure that the overall vision is being met and exceeded.
- Review and critique projects before and after project campaigns.
- Edit raw footage content for producing YouTube or Facebook video and use creativity techniques in designing graphics.



### MARCH 2015 – DECEMBER 2017

Ernst & Young, One World Square Bldg. Taguig Philippines

#### Senior Digital Web Publisher

- Recommends and deploys appropriate processes and technologies to support content needs.
- Performs web publishing, selection and optimization of graphics/imagery as relevant, content migration, sanitization of shareable knowledge assets, and compliance with web templates, Firm's visual brand identity and site standards.
- Plays a lead role in the management of the content quality process for one or more communities.
- Responsible for ensuring documents are properly reviewed and posted in the appropriate knowledge repository.
- Identifies and implements changes or improvements to the overall content management and quality review processes.
- Communicates status effectively with content owners / stakeholders keeping them apprised of project status. Identifies problems, evaluates options and recommends solutions.
- Responsible for optimizing content structure and managing the posting / editing of content to knowledgebase and website updates in a complex, Microsoft SharePoint or Web-based content management system.
- Reviews complex requests acting as a content management subject matter resource for a community's content.
- Cultivates discussions to identify best practices and ways to implement ideas and suggestions at team events. Contributes actively and shares insight in team discussions.
- Develops documentation for knowledge content creation, repurposing, review and sanitization.
- Considered as a technical expert on the content management requirements, design and quality.
- Provide CMS trainings to new joiners of the team.



### FEBRUARY 2012 – MARCH 2015

hibu Philippines, eCommerce Plaza Bldg. Eastwood City, Quezon City Philippines

#### Web UK Developer Team Lead

- Provide real-time support to team and handles escalation when necessary
- Provide weekly coaching, productivity and quality monitoring of individuals
- Layout improvement and development plans monthly and monitor these plans weekly
- Implement company policies
- Create and submit daily, weekly and monthly reports
- Inspiring and mentoring Web designers in designing and building aesthetically pleasing small, medium and large websites in CMS
- Designs and corrects artworks for Small, Medium and Large Websites



### JANUARY 2010 – FEBRUARY 2012

hibu Philippines, eCommerce Plaza Bldg. Eastwood City, Quezon City Philippines

#### Web Designer

- Design and build creative, clean advertisements and websites from customer provided submissions utilizing Adobe Photoshop & Illustrator or web design software in CMS
- Select appropriate images from the digital library exercising good judgment with regards to marketing and business branding
- Prepare layout based customer instructions by intuitively placing art and text
- Maintain company creative standards while following rules and guidelines



### OCTOBER 2008 – JANUARY 2010

Labelmen Enterprises, Shaw Blvd., Mandaluyong City Philippines

#### Graphic Artist

- Creates and prepares Artworks for label printing
- Layout approved Artworks for final printing
- Designs Packaging Labels for print production



### OCTOBER 2007 – JULY 2008

A+B Expedio Inc., E. Rodriguez Jr. Ave., Quezon City Philippines

#### Graphic Designer

- Designs posters and other print collateral such as print ads, invites. Creates Booth Designs, Stage Designs and other Production requirements for events



### MARCH 2006 – MARCH 2007

Creasia Inc., Bermeo St. Palanan Makati City Philippines

#### Graphic Designer

- Designs posters and other print collateral such as panels, invites, pop's and Stage Designs for corporate events. Creates graphic artworks for videos and events.



### AUGUST 2005 – FEBRUARY 2006

Sprint International Inc., Alabang Muntinlupa City Philippines

#### Visual Merchandiser

- Make layout for posters and graphics for Speedo events and modules
- Creates window display concepts for Speedo store windows and exhibits
- Responsible for the Speedo wall modules designs
- Assists in installation of graphics