



## Francesca De Olazo

### Senior Multimedia Designer

hellofrancesca.work@gmail.com

(+63) 956 024 6966

in/francescadeolazo

[www.hellofrancesca.work](http://www.hellofrancesca.work)

### EXPERTISE

Design Thinking  
Strong Collaboration  
Digital Learning  
Visual Design  
Video Editing  
Adobe Creative Cloud  
Articulate 360  
Vyond  
WordPress | Wix  
Figma | Canva

### EDUCATION

#### Bachelor of Arts in Multimedia Arts

De La Salle-College of Saint Benilde

(May 2009 - Oct 2013)

### INTERESTS

Dogs  
Volleyball  
Badminton  
Yoga  
Cycling

### PROFILE

I am an all-rounded creative designer, passionate about crafting experiences in the fields of design and learning. My key strengths and capabilities lie in strong collaboration, effective visual design, video editing, and eLearning development.

### PROFESSIONAL EXPERIENCE

#### Executive Digital Learning Designer

SMRT Corporation Ltd, Singapore (Dec 2023 - March 2024)

- Design and develop engaging digital learning content, including e-learning modules, videos, interactive simulations, and assessments with multimedia assets such as graphics, animations, and videos to enhance learning experiences.
- Liaised with instructional designers, SMEs, trainers, and stakeholders to ensure content accuracy and enhance learning outcomes.

#### Senior Digital Learning Developer

Henkel Asia Pacific Service Centre, Philippines (Aug 2022 - Dec 2023)

- Produced effective digital learning courses and engaging instructional videos with quality work in the areas of corporate functions, consumer brands, and adhesive technologies.
- Collaborated with stakeholders, SMEs, LMS administrators, and team members to develop and launch courses that support the team KPIs.
- Conducted training workshop for team members in producing eLearning templates which resulted in team job efficiency and built a resource hub of templates.

#### Senior Designer

Multimerce, Australia | Remote (Jul-Aug 2022)

- Produced design templates and collaterals for web, email, and social media, increasing sales and engagement across all digital channels.
- Developed and maintained brand style guides for a wide range of clients to ensure consistency and cohesiveness across all marketing materials.

#### Learning Tech Designer

SMRT Corporation Ltd, Singapore (May 2019 - Apr 2021)

- Delivered effective 50+ digital learning resources with SMEs and programme managers in the areas of operational, technical, and service excellence competencies.
- Managed video production from storyboards to prod shoots to post editing & delivery.
- Monitor and keep the organization updated on new developments in materials, equipment, and technologies related to instructional processes.

#### Digital Media Specialist & Webmaster

Kydon Group, Singapore (Jul 2016 - May 2019)

- Spearheaded the design and development of print and web communication materials on a business group level for Kydon Group.
- Produced marketing campaign collaterals and built the website for LearnTech Asia 2016 conference which led to growth in sales within 4 months.
- Conceptualized, built and managed effective creative solutions to design and improve the UI/UX of all the subsidiaries' websites.

#### Senior Front-End Web Developer & Designer

Nothing But Web, Australia | Remote (Feb 2014 - Oct 2015)

- Designed, developed, and implemented A/B testing and CRO for over +100 e-commerce, educational, and informational responsive websites.
- Supervised and mentored a team of 5 web designers and developers to ensure quality work and sign-off during production.

#### Web Content Manager

The Philippine Community Herald Newspaper, Australia | Remote (Jul 2013 - Aug 2015)

- Managed the website's user interface, navigation, and interactions that aligned with users' needs and expectations with constant communication with the managing editor.