



# JUNIO, VANESSA MEI A.

UI/UX DESIGNER  
PROJECT MANAGER  
FREELANCER

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## TECHNICAL SKILLS

- Digital Marketing Tools
- Google Ads – Campaign Support
- CRM & Booking System Support
- Data Entry
- UI/UX Design
- Social Media Management
- Design & Content Creation
- Productivity & Collaboration Tools
- Graphics and Layout Design
- Video Editing
- Microsoft Word, Excel, PowerPoint
- Google Docs, Google Sheets, Google Slides
- Handling Calls & Appointment Setting
- Presentation and Communication Skills

## CORE COMPETENCIES

- Client Relationship Management
- Project Coordination & Leadership
- Digital Marketing & Brand Development
- Campaign Planning & Optimization
- Content Creation & Social Media Management
- Communication & Presentation Skills
- Analytical & Problem-Solving Skills
- Adaptability & Trainability
- Collaboration & Team Management

## PROFILE SUMMARY

Motivated IT professional and versatile freelancer with hands-on experience in UI/UX design, social media management, and graphic design. Experienced in project management and client communication, I deliver user-centered, results-driven digital solutions. I create strategic content and brand collaborations that boost audience engagement and foster strong client relationships. By combining creativity with analytical thinking, I craft meaningful digital experiences that drive business growth with purpose and authenticity.

## EDUCATION

### PHINMA University of Pangasinan

Bachelor of Science in Information Technology, Major in System Development

GPA: 1.38 | Honors: *Cum Laude*

- Hawak Kamay Scholar
- Vice Governor – College of Information Technology Education Student Council
- 2nd Year Representative – College of Information Technology Education Student Council
- Affiliation – Google Developer Groups Manila Member, Github Global Campus Student, DTI x Google Scholar

## WORK EXPERIENCE

### Freelancer (Local and International Companies/Brands/Clients) *June 2025 – Aug 2025*

Google Ads Manager | Social Media Manager | Website & Funnel Design Support | Content Creator

- Assisted and managed Google Ads campaigns to drive traffic, generate leads, and maximize ROI for global clients.
- Assisted in designing conversion-focused websites and basic sales funnels aligned with client goals and brand identity.
- Handled end-to-end social media management, creating content strategies that increased engagement and built strong online presence.
- Engages in content creation partnerships and brand campaigns with both local and international companies, including a Korean Skin Health and Wellness Management Centre.

### Concentrix

Information Technology Operations Intern *Jan 2025 – April 2025*

- Managed daily IT operations including user administration, system deployments, and end-to-end asset management to ensure smooth organizational workflows.
- Resolved hardware, software, and network issues while maintaining accurate technical documentation and supporting efficient infrastructure setup.
- Provided timely support to local and international clients and created high-impact visual materials to strengthen IT communications and brand alignment across Concentrix accounts.

### Aesthetic Spa (US-based)

Client Relations Coordinator *July 2023 – March 2024*

- Promoted spa services to new and returning clients through targeted outreach and personalized communication across 3 branches.
- Managed scheduling systems and client follow-ups to maintain strong customer relationships and repeat bookings.
- Improved operational efficiency and client satisfaction through effective coordination with service teams.

### Integrated Mental Health Organization (US-based)

Telehealth Appointment Specialist *Sep 2023 – Nov 2023*

- Managed digital appointment systems and client communications for a U.S.-based healthcare team.
- Delivered consistent client satisfaction through responsive communication and process optimization.

### C.P. Garcia Insurance Agency, Inc. (PH-based)

Graphic Designer *May 2023*

- Designed a vibrant, tropical-themed anniversary invitation card that captured the Hawaiian theme.
- Aligned the design with the company head's vision, earning admiration and satisfaction for the final product.

### Luxury Vintage Retail (PH-based)

Social Media Manager *Jan 2021 – Nov 2021*

- Managed social media platform to promote and market vintage luxury bags, crafting engaging content that attracted and retained customers.
- Executed targeted marketing strategies that increased engagement and drove sales growth.

## UNIVERSITY PROJECTS

### PHILIPPINE NATIONAL POLICE ITMS NATIONAL HACKATHON (CHAMPION)

Pitcher

- Developed and pitched a web and mobile solution enabling real-time tracking of patrol cars and personnel. Demonstrated strong presentation, problem-solving, and product strategy skills by leading the pitch that won the national competition.

## FRESHMAN TO JUNIOR YEAR PROJECTS

Project Manager on All Projects / UX/UI Designer and Researcher / Front-End Developer / Technical Writer

- StyleHue | Machine Learning-Powered Color Analysis for Smart & Personalized Shopping
- EDGE: Early Detection & Guidance for Education | A Multilevel System for Pupil-At-Risk Tracking in DepEd Dagupan City Division
- EfficientFlow | Smart Inventory Management System
- Metal Mayhem | A 3D BattleBot Combat Game
- FitMa App | Fitness Management Application
- Unodevs | All-in-One Business Solutions Application

## PROFESSIONAL CERTIFICATES

- Concentrix Internship - Information Technology Operations Intern
- Employability Skills - JobReady (Wadhvani Foundation)
- Web Development Course (SoloLearn)
- Introduction to Artificial Intelligence (Coursera - International Business Machines Corporation)
- Career Essentials in Generative AI by Microsoft and LinkedIn (LinkedIn Learning)
- Graphic Design Essentials (Canva Design School)
- Canva Essentials (Canva Design School)
- Canva for Work (Canva Design School)
- Teacher Essentials (Canva Design School)

