

JOEL

ABELLERA

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🌐 designsby.me

SKILLS

- Print Design
- Web Design
- Intermediate Video Editing
- Workflow Automation
- AI-assisted Design
- Template Systems
- HTML newsletters
- Social Media
- E-book
- Brand Guideline

TOOLS

- Adobe Creative Cloud
InDesign, Illustrator,
Photoshop, Dreamweaver,
Premiere Pro, Acrobat
- Affinity
- Canva
- Capcut
- CampaignMonitor
- Mailchimp
- Office 365
- Claude, Gemini, ChatGPT
- Slack
- Trello
- Wordpress

EDUCATION

B.A. Multimedia Studies
UP Open University

Assoc. in Information Technology
Imus Computer College

IBRING **16 YEARS OF PROFESSIONAL GRAPHIC DESIGN EXPERIENCE**,
DELIVERING **CREATIVE SOLUTIONS** THAT **ELEVATE BRAND VISIBILITY**
AND **HELP BUSINESSES STAND OUT** IN COMPETITIVE MARKETS.

GRAPHIC DESIGNER

McCone Properties

Jul 2025 – present

Dubai UAE

- Create visually compelling graphics for social media, websites, email campaigns, and online ads, while also producing brochures, flyers, presentations, signage, and other print materials, ensuring brand consistency across all creative outputs; Built an automated template system that cut graphic production time by over 80% - from 3-5 minutes to roughly 30 seconds per agent listing. In recognition of my contributions, I was awarded Best Employee in November 2025.

MULTIMEDIA DESIGNER

River Box Media Ltd.

Feb 2021 – Sep 2025

Ontario CA

- Worked as an independent contractor creating print and digital marketing materials, e-newsletters, and radio show snippets for The Dan Gemus Real Estate Team; designed all print and packaging for The Richmond Popcorn Co.; produced annual event materials for the Amherstburg Chamber of Commerce's "Business Excellence Awards", "Country at Heart" charity drive, and Amherstburg Ribfest; initially served as designer for the print-ads newspaper, "The Advertiser".

GRAPHIC DESIGNER FOR TRAVELMANAGERS AUSTRALIA

Galilee Business Support Services

Jun 2019 – Apr 2025

Manila PHL

- Designed TravelManagers Australia marketing materials for brand and individual travel agents, designed branded assets, built e-newsletters using CampaignMonitor, and revamped the company website, gbss.com.au. Awarded as Best Employee for two years in a row (2022 - 2024).

GRAPHIC AND WEB DESIGNER

D-TEC Solutions Inc.

Mar 2017 – Apr 2018

Manila PHL

- Designed web banners, print ads, social media visuals, and exhibition booth graphics; produced e-newsletters and marketing materials to support branding and sales; redesigned d-tec.asia to align with competitor standards.

GRAPHIC AND WEB DESIGNER

FBP International

Oct 2016 – Mar 2017

Manila PHL

- Revamped fbintl.com & bmsmigration.com websites; Installed payment gateway for bmsmigration.com; Revamped marketing materials (business cards, information handbook); Designed e-newsletters.

MULTIMEDIA DESIGNER

Dr Joy Dental Clinic

Sep 2015 – Oct 2016

Dubai UAE

- Redesigned drjoydentalclinic.com website; Designed e-newsletters, produced brand guideline, produced video loops, and re-designed all marketing assets.

GRAPHIC AND WEB DESIGNER

Middle East Global Advisors

Apr 2012 – Sep 2015

Dubai UAE

- Redesigned meglobaladvisors.com and multiple event websites; built new sites for major event launches; created e-newsletters and print ads to drive attendance; supported the Art Director on brochures, program guides, and post-event reports; provided additional web management and graphic design support as needed.

GRAPHIC AND WEB DESIGNER

Magna Media FZ LLC

Mar 2009 – Apr 2012

Dubai UAE

- Redesigned maids.ae and movers.ae from Flash to HTML for improved SEO; developed full brand assets for maids.ae (vehicle wrap, uniforms, vouchers, business cards); set up Google Workspace for maids.ae and 800storagedubai.com; maintained and updated web content and newsletters for Carrefour UAE, Kuwait, Oman, and Qatar; produced short video montages for various clients; provided ad-hoc technical support.