

LANA DENISE HUERTAS

Graphic Designer · Video Editor · Virtual Assistant

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PROFESSIONAL SUMMARY

Results-driven Graphic Designer and Multimedia Professional with 5+ years of hands-on experience producing high-impact visual content for campus organizations, nonprofit platforms, and international remote clients. Expert in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects) and proficient in Canva, Figma, and CapCut. Demonstrated ability to independently manage end-to-end content pipelines — from ideation to delivery — for U.S. and UK-based clients across time zones. Proven track record in social media management, motion graphics, and brand identity design. Currently an Elite Scholar and DOST Scholar pursuing B.S. Computer Science – Software Engineering.

CORE COMPETENCIES

Adobe Photoshop (Expert) · Adobe Illustrator (Expert) · Adobe Premiere Pro (Advanced) · After Effects (Advanced) · Canva · Figma · CapCut · Motion Graphics & Kinetic Typography · Brand Identity & Visual Design · Short-Form Video Editing (Reels / Shorts / TikTok) · Long-Form Video Production · Color Grading · Sound Design · Infographic Design · Social Media Management (Facebook, Instagram, TikTok, X) · Content Strategy & Calendar Management · Virtual Assistant (VA) · Remote Team Coordination · Digital Asset Management · Meta Business Suite · Copywriting

WORK EXPERIENCE

Graphic Designer & Multimedia Editor | Self-Employed — U.S. & UK Real Estate Clients (Remote VA)
2023 – 2024 · Remote

- Produced short-form promotional videos and branded marketing materials for real estate agents across U.S. and UK markets, consistently meeting international client deadlines across multiple time zones.
- Designed property listing graphics, social media posts, and visual ad assets for multiple real estate agencies, contributing to improved listing engagement and professional brand presentation.
- Executed professional email outreach campaigns to real estate companies, independently building and maintaining a client pipeline of 5+ active agency accounts.
- Managed complete digital asset delivery workflows using Google Workspace and project tools, ensuring 100% on-time file delivery for all contracted clients.

Multimedia Team Editor | Lord Jesus Fellowship Church 2020 – Present · Bataan, PH

- Designed and maintained a consistent visual brand identity across all social media platforms (Facebook, Instagram, YouTube) for 5+ years, growing the church's digital presence organically.
- Edited and produced 52+ weekly video outputs per year using Adobe Premiere Pro and After Effects, ensuring broadcast-quality content for both live programs and digital outreach.
- Managed full content scheduling and multi-platform publishing, improving community engagement through consistent, on-brand weekly posts.
- Coordinated remotely with ministry teams to plan content calendars, gather assets, and meet weekly publishing deadlines with zero missed releases.

Creatives Committee Head | Student Coordinating Council — FEU Institute of Technology Sep 2023 – Jul 2025 · Manila, PH

- Led a cross-functional creative team of 10+ members producing promotional video edits, motion graphics, and graphic design assets for 15+ campus-wide events per academic year.
- Developed and executed multi-platform marketing campaigns across Instagram, Facebook, and TikTok, driving measurable increases in event attendance and digital engagement.
- Maintained brand consistency and visual identity standards across all digital and physical materials, overseeing delivery across multiple co-presenting organizations.
- Managed production timelines and delegated tasks across departments, ensuring on-time delivery of all campaign assets for every event cycle.

Creatives Committee Head | ACM — FEU Tech Chapter

Sep 2023 – Jul 2025 · Manila, PH

- Designed promotional graphics, digital flyers, event posters, and video teasers for interschool competitions and technical seminars, supporting attendance and awareness goals.
- Managed a high-volume content pipeline, ensuring on-time delivery of all creative assets across marketing, communications, and event coordination channels.
- Provided administrative and logistical support for technical seminars, workshops, and ushering coordination for 10+ events per year.

Editing Committee Leader & Grade 12 Representative | CybeRS Robotics Club — RSHS III Oct 2022 – Jul 2023 · Zambales, PH

- Co-founded the school's inaugural Robotics Club and established its complete visual branding, logo design, and design guidelines from scratch.
- Managed a 10-member editing team to produce high-quality promotional videos and graphic content for regional competitions, coordinating full production cycles under tight deadlines.

PORTFOLIO HIGHLIGHTS

Tech Ibig – Valentine's Event Main Poster — FEU Tech Student Coordinating Council, 2024

Designed the main promotional poster featuring custom 3D-style marquee sign, neon typography, and cinematic compositing for a campus-wide event co-presented by multiple FEU institutions. Tools: Adobe Photoshop, Advanced Compositing, Typography, Multi-org Branding.

TechnoRun 2025 – Official Event Poster — FEU Tech Student Coordinating Council, 2025

Produced the official event poster for a campus fun run at Quirino Grandstand — dynamic athletic illustration, bold multi-color typography, and pricing/registration layout for print and digital. Tools: Adobe Photoshop/Illustrator, Event Marketing Design, Print & Digital Media.

ACM Revival X – Key Visual — ACM FEU Tech Chapter, Jan 2025

Created a futuristic chrome aesthetic poster with liquid metal textures, holographic lens effects, and glitch-style typography — demonstrating command of Y2K/chrome design trends widely used in digital marketing. Tools: Adobe Photoshop, Advanced Compositing, Trend-driven Visual Design.

Back to School Essentials – Social Media Infographic — FEU Tech Library, 2023

Designed an engaging infographic featuring product photography cutouts, playful typography, and witty copy — drove high student engagement across FEU Tech's official social media channels. Tools: Adobe Photoshop, Photo Manipulation, Infographic Design, Copywriting.

EDUCATION

B.S. Computer Science – Software Engineering | FEU Institute of Technology Aug 2023 – Present · Manila, PH

- Elite Scholar — FEU Institute of Technology (2023 – Present)
- DOST Scholar — Department of Science and Technology (2023 – Present)
- Expected Graduation: July 2027

Senior High School Diploma — Graduated with High Honors | Regional Science High School III Graduated Jul 2023 · Zambales, PH

- General Weighted Average (GWA): 96 — Top of graduating cohort

TECHNICAL SKILLS

Design: Adobe Photoshop (Expert), Adobe Illustrator (Expert), Adobe Lightroom, Canva (Expert — brand kits, animations, complex layouts), Figma

Video: Adobe Premiere Pro (Advanced), Adobe After Effects (Advanced), CapCut, Color Grading, Motion Graphics, Short-Form & Long-Form Video Editing

Marketing & Social: Social Media Management (Facebook, Instagram, TikTok, X), Meta Business Suite, Content Strategy, Campaign Planning, Copywriting, Community Management

VA & Admin: Trello, Notion, Asana, Google Workspace, Slack, Zoom, Shopify, Email Outreach, Content Calendar Management, Digital File Organization

Technical: Python, JavaScript, Microsoft Office, ChatGPT & AI Tools

Languages: Filipino (Native), English (Advanced — written & verbal)