



# RONALD ELCANA JR.

GRAPHIC DESIGNER/MULTIMEDIA ARTIST

- 26 YEARS OLD
- 09956377828
- ronaldelcana27@gmail.com
- Saavedra, Moalboal, Cebu



[linkedin.com/in/ronald-elcana-1474b41a4?utm\\_source=share&utm\\_campaign=share\\_via&utm\\_content=profile&utm\\_medium=android\\_app](https://www.linkedin.com/in/ronald-elcana-1474b41a4?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)

## SUMMARY

I am a graduate of the Bachelor of Multimedia Arts program from Cebu Institute of Technology University (CITU), possessing a comprehensive foundation in Adobe Creative Cloud and a wide array of industry-standard design software.

With expertise in design and visual storytelling, I am dedicated to crafting innovative, audience-centric content that effectively communicates complex ideas. My goal is to consistently push creative boundaries and deliver visually impactful solutions that resonate with diverse audiences

## EDUCATION

### Bachelor of Multimedia Arts

Cebu Institute of Technology University, 2019-2024

### Upper Secondary Education

University of San Carlos South Campus, 2017-2019

### Secondary Education

San Juan Highschool of Moalboal Cebu Inc., 2013-2017

### Primary Education

Saavedra Elementary School, 2006-2013

## WORK EXPERIENCE

### SOCIAL MEDIA MANAGER

#### Lite Shipping Corporation

MJ Cuenco Avenue, Tejero Cebu City

October 2025 - April 2026

#### On the Job Training: Graphic Designer

#### Medspecialized Inc.

8th floor Skyrise 4B Building, IT Park, Lahug, Cebu City

May-June 2024

## SKILLS

### GRAPHIC DESIGN

As an aspiring Graphic Designer I have been specializing in Branding and Graphic design, developing a deep expertise in these disciplines. Over the years, I have refined my skills, expanding my creative vision and technical proficiency.

### MULTIMEDIA ARTS

Through the rigorous training provided by the BMMA program, I developed a comprehensive proficiency in illustration, painting, animation, graphic design, video production and editing, filmmaking, and branding. This intensive experience has enabled me to hone my creative and technical skills across a diverse range of media."

## SOFTWARE SKILLS



### ADOBE ILLUSTRATOR

YEARS OF PROFICIENCY: 4 YEARS



### ADOBE PHOTOSHOP

YEARS OF PROFICIENCY: 4 YEARS



### DAVINCI RESOLVE

YEARS OF PROFICIENCY: 2 YEARS



### CANVA

YEARS OF PROFICIENCY: 1 YEAR



### MEDIBANG PAINT

YEARS OF PROFICIENCY: 6 YEARS



### BLENDER

YEARS OF PROFICIENCY: 2 YEARS

# GRAPHIC DESIGN PORTFOLIO

## BRANDING

CREATED USING ADOBE PHOTOSHOP AND CANVA



**TRAVEL SPOT**  
**THE RUINS**  
 The Ruins, famously known as the "Taj Mahal of Negros," is an iconic architectural landmark located in Talisay City, Negros Occidental, just on the outskirts of Bacolod City. It is the skeletal remains of an early 1900s Italian mission built by sugar baron Don Mariano Ledesma Lacason in memory of his wife, Maria Braga Lacason.

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**TRAVEL SPOT**  
**MOUNT TALINIS**  
 Mount Talinis, also known as Cuernos de Negros ("Horns of Negros"), is a complex, potentially active volcano located in Negros Oriental. It is the second-highest mountain on Negros Island after Mount Kanlaon.

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**TRAVEL SPOT**  
**CASARORO FALLS**  
 Casaroro Falls, located in the lush mountains of Valencia, Negros Oriental, is a striking 100-foot single-column waterfall known for its haunting, powerful drop and dreamlike rock wall setting. It is considered the most photographed waterfall in the province and is a popular day trip from nearby Zamboanga City, about 1 and 1/2 hours away.

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**TRAVEL SPOT**  
**TARSIER SANCTUARY**  
 A Tarsier Sanctuary is a protected area dedicated to the conservation of the Philippine tarsier, one of the world's most endangered and most sensitive primates. In Babad, the most reputable and ethical location is the Philippine Tarsier Sanctuary in Corella, managed by the Philippine Tarsier Foundation.

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**FOR IMMEDIATE HIRING**

**HUMAN RESOURCE OFFICER**

- ✓ Bachelor's Degree in Psychology, Human Resources Management or other related field.
- ✓ At least 1-2 years of position as HR Assistant/ HR Generalist.
- ✓ Handles all facets of HR, including recruitment, employee relations, compensation & benefits, training and HR administration.
- ✓ Maintain Employee records and ensure compliance with labor laws.
- ✓ Assist in performance management and disciplinary process.

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**FOR IMMEDIATE HIRING**

**SALES & MARKETING STAFF**

- ✓ Bachelor's degree in Marketing, Business Administration, or any related fields.
- ✓ Has relevant experience in sales, marketing or related field is an advantage.
- ✓ Strong communication, negotiation, and interpersonal skills.
- ✓ Proficiency in digital marketing tools and social media platforms.
- ✓ Proficient in MS Office applications (Word, Excel, PowerPoint).
- ✓ Preferably from Babad or willing to be relocated in Babad.

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**GET FIT WITH LITE FERRIES**

JOIN OUR **ANNIVERSARY FUN RUN 2025**

**JULY 28, 2025**  
 PESCADORES ROAD, CEBU BUSINESS PARK, CEBU CITY

**FOR MORE INFORMATION**  
 VISIT OUR OFFICIAL FACEBOOK AND INSTAGRAM PAGES

**461<sup>ST</sup> FIESTA SEÑOR CELEBRATION**  
 JANUARY 17, 2025

**LITE FERRY TEN**

As part of our commitment to 11,000+ true believers, religious and cultural devotees, the Shipping Corporation will provide the vessel LITE FERRY TEN to serve all the pilgrims for the occasion.

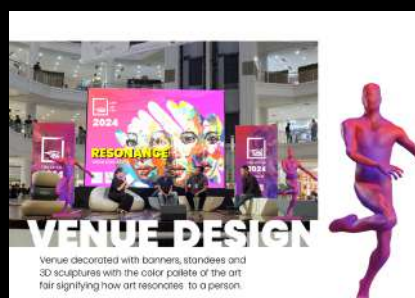
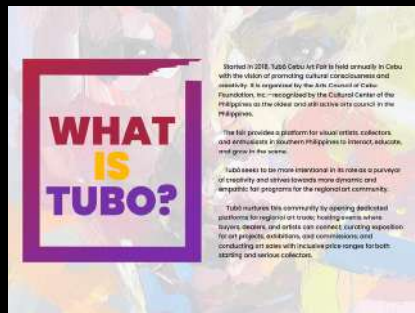
The vessel will carry the sacred image of Santo Niño de Cebu, Our Lady of Guadalupe at 10:30 AM, together with pilgrims, devotees and dignitaries and will depart after the Mass on January 17 to the port.

[WWW.LITEFERRIES.COM.PH](http://WWW.LITEFERRIES.COM.PH)

# GRAPHIC DESIGN PORTFOLIO

## BRAND GUIDE

CREATED USING ADOBE ILLUSTRATOR

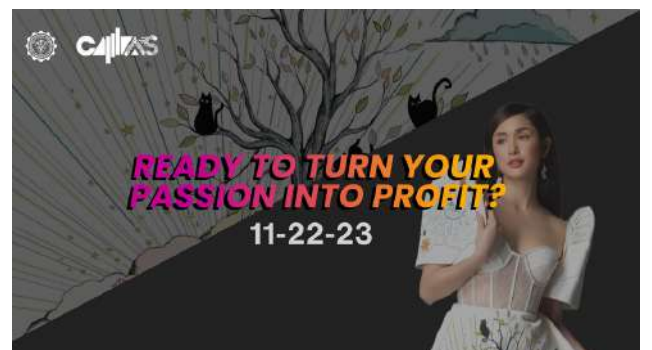
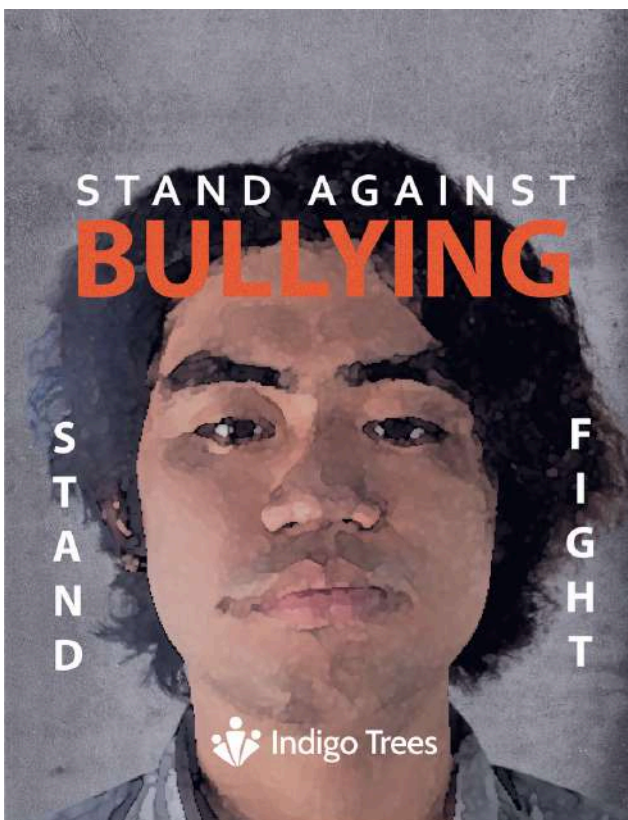


# GRAPHIC DESIGN

## PORTFOLIO

### CAMPAIGN POSTERS

CREATED USING ADOBE ILLUSTRATOR



# GRAPHIC DESIGN

## PORTFOLIO

**PACKAGING DESIGN**  
 CREATED USING ADOBE ILLUSTRATOR



**Isometric view**

**Color Palette**

**Fonts**  
 Boldo Sans FS  
 Adobe Caslon Pro  
 Agency FB

**PLATE # 3**      **ELCANA, RONALD JR T.**  
 BMMA- 3

Tea Primary and Secondary Packaging

**Isometric view**

**Color Palette**

**Fonts**  
 Boldo Sans FS  
 Adobe Caslon Pro  
 Agency FB

**PLATE # 3**      **ELCANA, RONALD JR T.**  
 BMMA- 3

Tea Primary and Secondary Packaging

**Isometric view**

**Color Palette**

**Fonts**  
 Dial  
 Bahnschrift

**PLATE # 5**      **ELCANA, RONALD JR T.**  
 BMMA- 3

Evian x Wallpaper packaging

# 3D MODELING

## PORTFOLIO

**WINDOW DISPLAY**  
CREATED USING BLENDER



# ILLUSTRATION

## PORTFOLIO

**CHARACTER ORIGINAL & FAN ART**  
CREATED USING ADOBE ILLUSTRATOR & MEDIBANG PAINT

