

# ERICKA CONCEPCION || DIGITAL DESIGN( CREATIVE TECH)

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## SKILLS

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**Product UI/UX & Digital Strategy:** AI-Driven Prototyping & UX Research, High-Fidelity UI & Design Systems, Clinical & B2B Interface Logic, Interactive User Flow Mapping, and Responsive Web & Augmented Reality Solutions using Figma and WebAR technologies.

**Marketing, Events & Campaign Ops:** Campaign Art Direction, Accelerated Key Visual (KV) Conception & Development, Scalable Multichannel Brand Assets, Cross-Platform Asset Localization, and High-Volume Asset Delivery Management using Adobe Creative Suite (Photoshop, Illustrator, InDesign).

**DesignOps, AI & Automation:** Workflow Automation & AI Pipelines (Gemini, ChatGPT, Adobe Firefly), Technical Feasibility & AR Strategy, Low-Code Environments (Stitch, Antigravity), Web Media Optimization & Custom Asset Compression via FFMPEG Terminal Scripting, Agile Workflows, and Cross-Functional Stakeholder Management.

## WORK EXPERIENCE

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**MIMS Pte Ltd - Medical Communications** Philippines (Remote)

Digital Designer (Creative Tech) - Regional (SG, HK, MY, TW, UAE) August 2024 - Present

- **Multi-Brand Regional Execution:** Developed and scaled high-impact digital assets and localized marketing collateral across 5 APAC and Middle East markets for global healthcare leaders (Abbott, AstraZeneca, Roche, Pfizer etc.).
- **Full-Cycle Creative Direction:** Directed the end-to-end creative lifecycle for major regional campaigns, translating visual concepts into responsive websites and high-conversion brand assets.
- **Workflow Automation & Innovation:** Engineered AI-integrated creative pipelines (Gemini, ChatGPT, Adobe Firefly), reducing concept-to-pitch timelines by 30% and significantly accelerating high-volume production cycles.
- **WebAR Systems Architecture:** Architected the technical strategy and reusable template infrastructure for the company's WebAR service, enabling rapid deployment and standardized quality across diverse global markets
- **Technical Layout Precision:** Structured complex layout architectures and scientific figures for specialized medical publishing, ensuring 100% compliance with strict healthcare industry standards.
- **Operational Impact:** Honored with the 2026 MIMS APEX Rising Star Award for exceptional contributions with significant impact on regional business performance, recognizing rapid workflow optimizations, the successful introduction of new digital service offerings, and support of key client acquisitions.

## Amazon

Pasay, Philippines (Onsite)

3D Artist

2022-2024

- **Global WebAR Asset Production:** Developed high-fidelity 3D digital twins for Amazon's global WebAR platform, enhancing consumer purchase confidence and **minimizing customer return rates** for premium brands (Nike, Adidas, Vans).
- **3D Asset Modeling & Topology:** Executed comprehensive modeling and precise UV unwrapping using Maya and ZBrush, optimizing complex asset geometries for seamless, real-time web deployment.
- **Photorealistic Texturing:** Engineered highly realistic textures and materials using Substance Painter and Photoshop, ensuring digital web assets perfectly matched physical product standards for interactive e-commerce previewing.
- **Pipeline Workflow Optimization & QA:** Audited mesh topology, strict texture budgets, and standardized file structures to optimize high-volume production pipelines, significantly reducing file weights without compromising visual quality.
- **Key Achievement:** Selected as the 2022 Production Awardee within the MNL Amazon 3D ecosystem, recognizing top-tier technical accuracy, pipeline efficiency, and consistent performance excellence.

## Frontpage Digital-LTD

Philippines

UI/UX Designer (Contract)

2024

- **Technical R&D Leadership:** Spearheaded the technical asset performance optimization pipeline, independently writing and deploying custom FFmpeg terminal scripting routines to compress and optimize complex 3D video assets for seamless web integration.
- **Cross-Functional Collaboration:** Partnered with engineering, product, and marketing teams to establish user-centered interface logic, balancing high-impact design with technical feasibility.
- **Design Systems & Branding:** Collaborated on building and scaling a centralized digital design system and visual framework, ensuring seamless cross-platform consistency and accelerating development handoffs.
- **AI Workflow Integration:** Leveraged generative AI pipelines into production workflows, significantly accelerating asset creation and optimizing overall design-to-web efficiency.

## Iyuno-SDI

Philippines

Webtoon Editor and Designer

2021-2022

- **Multilingual Layout & Typographic Design:** Executed complex layout optimizations and advanced typography restructuring to localize high-profile Webtoon titles across diverse global linguistic and cultural formats.

- **Asset Optimization & QA:** Audited raw graphics and managed file delivery pipelines to ensure high-volume asset packages met strict technical specifications and 100% QA/QC compliance.
- **Lifecycle Title Management:** Managed the end-to-end asset production lifecycle for designated titles, consistently delivering high-precision visual assets under tight, rolling publishing deadlines.
- **Global Brand Integrity:** Maintained standardized visual frameworks and asset specifications to preserve absolute brand identity and graphic consistency across international regional markets.

## EDUCATION & CERTIFICATIONS

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**Holy Angel University** | *June 2018 – June 2022*

- Bachelor of Science in Civil Engineering, Major in Structural Engineering
- *Magna Cum Laude*

**User Experience Bootcamp (UI/UX)** | *Up Version* | *June 2024*

**Chingu Voyage Certification - Web Development** | *Chingu* | *Nov 2023*

**3D Modeling, Rigging, and Animation** | *Department of Information and Communications Technology (DICT)* | *June 2022*