

Erich Axelrod Schultz H. Apelo

Senior Creative Designer · Brand, Web, Product & Social

+63 956 852 0658 • rchxlrdschltz@gmail.com • Pasig City, Philippines (open to remote)

PROFESSIONAL SUMMARY

Versatile Senior Creative Designer with 8+ years of experience across branding, web and UI design, product packaging, ads, social media and video. Has built complete brands for clients in healthcare, coaching, AI and education, designed packaging, landing pages and ads for multiple CBD brands, and created content for restaurant chains and an apparel label. Adapts quickly to each team's needs, whether that means owning a full brand, producing ads and social content at volume, or reviewing work before it ships. Strong in composition and typography, takes ownership from concept to final file, and checks every deliverable against the brief.

CORE STRENGTHS

Brand identity | Web & UI design | Landing pages | Product packaging | Static ads & social creatives | Typography & layout | Video editing | Canva template systems | Design review & QA

WORK EXPERIENCE

Senior Designer 2023 – Present

WeLaunch Design

- Create complete brand identities for clients across industries, including coaching agencies, plastic surgery and psychiatric clinics, AI companies and karate schools.
- Take each client from branding through website and UI design, then build Canva templates so their teams can publish on-brand social posts.
- Review staging websites against design specs and test across browsers, devices and screen sizes before launch.
- Document bugs and visual inconsistencies clearly and work with developers until every issue is fixed.

Graphic Designer / Social Media Manager 2021 – 2025

Unlockbase Unlock Service

- Wrote articles and created the supporting images for each one.
- Designed social media posts and ran the brand's accounts across multiple platforms.
- Used social analytics to refine the content strategy and improve engagement.

Video Editor / Graphic Artist / Web Designer 2020 – 2023

Icarus Digital Marketing Services

- Designed for multiple CBD brands across product lines, including oils, CBD pet relief products and strain-specific products.
- Designed product packaging, landing pages and static social media ads for each brand.
- Edited product videos for ads and social media.
- Designed and built websites for CBD brands, from wireframes through client approval.
- Managed several brands and concurrent projects at once while keeping each brand consistent.

T-Shirt Designer 2019 – 2020

ThreeSixteen Clothing Line

- Created streetwear t-shirt designs from scratch.
- Designed social media posts for the label across multiple platforms.

Video Editor / Graphic Artist / Web Designer 2015 – 2017

INCA Media Inc.

- Produced food ad videos and social creatives for 27+ restaurant brands.
- Designed websites for restaurant chains, keeping branding consistent across every channel.

Customer Service Representative / Subject Matter Expert 2013 – 2014

Sterling Global Company

- Mentored new team members, ran training sessions, and handled escalated customer issues.

SKILLS & TOOLS

Design

- Product packaging & static ads
- Typography & text-in-image layouts
- Brand identity & guidelines
- Web, landing page & UI/UX design
- Video editing & motion graphics
- Design QA & cross-browser testing

Tools

- Adobe Photoshop, Illustrator (advanced)
- Adobe After Effects (advanced), Premiere Pro
- Figma (advanced), Canva
- WordPress, HTML
- Browser DevTools (advanced)
- AI tools: Claude Code, Claude Design, Replit, Manus AI, Gemini, ChatGPT

EDUCATION & CERTIFICATIONS

BS Computer Engineering · *Eulogio "Amang" Rodriguez Institute of Science and Technology* 2013 – 2018

- GHL Conference & Training (2026)
- UI/UX Design Training (2024–2025)
- HTML Coding Certification, TESDA (2019–2020)
- Adobe Software Design Certification, Adobe Workshop (2018–2019)