

STEVEN JAY CALLEJA

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SUMMARY

Creative and detail-driven Graphic & Web Designer with over 4 years of experience in branding, visual storytelling, and user experience design. Skilled in developing engaging digital and print materials that elevate brand presence, boost sales, and drive measurable results. Experienced in collaborating with marketing teams to design impactful campaigns and user-friendly web interfaces. Looking to contribute to a dynamic company where I can craft meaningful visuals, enhance user engagement, support sales growth, and strengthen overall brand success.

EXPERIENCE

Video Editor

Evera Medspa

July 2025 - October 2025, Fredericksburg, Virginia

- Created and edited promotional videos highlighting health and beauty services, designed to attract clients and strengthen brand appeal across social media platforms.
- Designed eye-catching graphics and marketing materials that boosted sales performance and increased lead clicks through visually persuasive content.
- Collaborated closely with the marketing team to develop cohesive campaign strategies and help stabilize the company's return on investment.

Lead Digital Designer

Evolute Agency

February 2025 - September 2025, Cheshunt, England

- Made different marketing designs like social media posts, brochures, and other ads that matched each client's style.
- Edited and improved videos for social media to get more people to watch and like them.
- Designed fun and colorful flyers for schools that helped the franchise grow and add more school locations.

Sales Representative

Brite Tech Solutions

September 2024 - February 2025, Albay, Philippines

- Built strong client relationships and provided tailored product solutions, resulting in higher customer retention and repeat sales.
- Consistently exceeded monthly sales targets through persuasive communication and strategic upselling, directly contributing to overall revenue growth.
- Helped drive more sales by generating high-quality leads that consistently converted at a strong rate, strengthening the company's performance and profitability.

Graphic Web Designer

On Purpose Media

October 2022 - January 2025, Calgary, Alberta, Canada

- Designed and developed a wide range of digital and print marketing materials, including social media posts, flyers, brochures, coupons, and website layouts.
- Created user-friendly and visually appealing website interfaces to enhance customer experience and online presence.
- Revamped client websites that achieved a high return on investment, ensuring consistent brand messaging across all platforms and driving stronger engagement and service inquiries.

Graphic Web Designer

TopServ Digital

October 2020 - October 2022, McKinney, Texas

- Led the creation of impactful digital and print marketing assets, from social media visuals and flyers to full website layouts and promotional materials.
- Collaborated on website revamps, introducing cleaner designs and improved navigation to enhance user experience and strengthen brand identity.
- Delivered creative graphic design solutions that elevated brand presence, aligned with client goals, and consistently exceeded visual and marketing expectations.

EDUCATION

Bachelor of Science in Information Technology

Bicol University • 2020

SKILLS

Hard Skills:

Graphic Design, Web Design, Branding & Visual Identity, Social Media Design & Content Creation, Video Editing, Digital & Print Marketing Materials, Project Management, Adobe Creative Suite, Canva, Capcut, Figma, Clickup, Trello, Google Workspace

Soft Skills:

Creativity & Attention to Detail, Communication & Collaboration, Time Management, Problem Solving, Adaptability, Client Relationship Management, Critical Thinking

Languages:

English (Advanced)