

# CYRUS II AVELLANOSA

## Multidisciplinary Creative/ Educator



Check out my work here:  
[cyrusavellanosa.framer.website](https://cyrusavellanosa.framer.website)



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Reach me directly here:  
+63 949 439 0030

## 01 Brief Biography

I am a Creative Professional, Educator, and Design Innovator from the Philippines with over **10 YEARS OF EXPERIENCE IN MULTIMEDIA** and more than 5 years as a university professor. With a degree in Information Technology specializing in Multimedia, I bring together technical expertise, creative problem-solving, research, and leadership to develop innovative digital solutions across Multidisciplinary practice including **Graphic Design, Illustration, Photography, Web UI/UX, Motion Graphics, Video Production, and Animation**.

I leverage my background in technology, academe, and creative practice to bridge design, education, and industry. I actively integrate AI into creative and research workflows to enhance ideation, production, analysis, and decision-making, allowing me to adapt to emerging technologies while delivering meaningful, user-centered, and impactful creative experiences.

## 02 Industry Experiences



**Design Bakery Studio**  
Freelance work since 2014

**Art, Design and Film Collective**  
Davao, Philippines

- Co-founder
- Art and Creative Director
- Portfolio Manager
- Research and Design



**Rosso Caffè**  
2023 - 2026

**International Coffee Brand**  
Florida, USA

- Art Director
- Multimedia Designer
- Product Visualizer
- Project Lead



**株式会社 BSJ.KK**  
2020 - 2023

**Lifestyle Multi-Brand**  
Shizuoka, Japan

- Creative Director
- Multimedia Designer
- Image Quality Lead
- Research and Design



**Spectrum Knowledge Inc.**  
2017 - 2020

**Educational Development Services**  
California, USA

- Instructional Designer and Writer
- Lead Product Designer for Web
- Multimedia Artist/Designer
- Systems and Processes Analyst



**My Virtual Workforce**  
2016 - 2017

**Business Staffing Solutions**  
Cebu, Philippines

- Multimedia Artist/Designer
- Product Designer
- Web Services Developer
- Digital Marketer



**ProWireless**  
2015 - 2016

**Multi Amazon Brands**  
Beijing, China

- Multimedia Artist/Designer
- Animation and Video Lead
- Product Researcher
- Review and Listing Writer

## Academe Experiences



**Mapúa MCM**  
2025 - Present

**Educational Institution**  
Davao, Philippines

- Multimedia Program Coordinator
- Curriculum Reviewer and Builder
- Instructional and Syllabi Designer
- Professor/ Lecturer II



**University of Mindanao**  
2021 - 2024

**Educational Institution**  
Davao, Philippines

- Professor/ Lecturer I
- Senior Lead Faculty
- Instructional Designer
- Syllabus Designer



**Certiport**  
2022 - 2024

**Certification Institution**  
Davao, Philippines

- Exam Administrator
- Trainer and Evaluator

## 03 Credentials



### Masters in Information Technology

Ongoing

Cebu Institute of Technology - University  
Cebu, Philippines



### BS in Information Technology

2017 - Major in Multimedia

University of the Immaculate Conception  
Davao, Philippines

Future Plans

**Masters in Multimedia Arts**

**Doctorate in Information Technology**

### Various Certifications

Continuous Education

#### WebFlow University

- Passed Certification

#### Figma Education

- Passed Certification

#### TESDA Philippines

- Passed VGD Certification

#### Certiport - Pearson Vue

- Adobe Certified Professional
- Visual Design Freelancer
- Java - IT Specialist

#### Arizona State University - Cintana

- Various Short Courses
- Artificial Intelligence Course

#### Coursera

- Various Short Courses
- Artificial Intelligence Course

#### LinkedIn Learning

- Various Short Courses
- Artificial Intelligence Course



TESDA  
CERTIFIED  
PROFESSIONAL



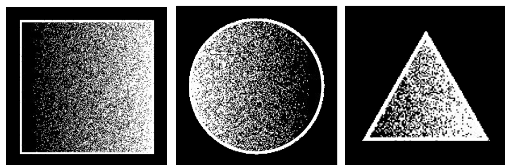
Adobe  
Certified Professional



ASU  
Arizona State  
University

CINTANA  
EDUCATION

## 04 Philosophy and Practice



### Imagine. Create. Evolve.

A creative framework for transforming ideas into meaningful experiences through research, creation, and continuous growth.

AI is integrated throughout the process to support exploration, production, and evaluation while keeping human creativity at the center.

### IMAGINE

The Possibility Space.

Explore ideas, define problems, and establish direction.

#### Process Involves

Research and Discovery

Audience and User Analysis

Problem Definition

Trend Analysis

Creative Brief Development

Ideation and Brainstorming

Creative Direction

Strategic Planning

#### AI Integration

Research Assistance

Data Analysis

Trend Forecasting

Idea Generation

Prompt Exploration

Concept Expansion

Knowledge Synthesis

Organization

### CREATE

The Crafting Table.

Transform ideas into meaningful visual and digital experiences.

#### Process Involves

Graphic Design

Illustration

Photography

Motion Graphics

Animation

UI/UX Design

Web Development

Multimedia Production

Prototyping and Iteration

#### AI Integration

Asset Generation

Design Assistance

Software AI Features

Creative Automation

Image Enhancement

Content Generation

Code Assistance

Workflow Optimization



ChatGPT  
Sora



Claude  
Codex



Google AI  
Studio



Notion  
AI Collab



n8n  
Automation



Perplexity  
Research

Visual Design, Illustration, and Photography



Photoshop



InDesign



Illustrator



Lightroom



Canva



Krita



After Effects



Premiere Pro



Audition



Blender 3D



SketchUp



DaVinci Resolve



Figma



WordPress



WebFlow



Wix



Shopify



Java

### EVOLVE

The Growth Opportunity.

Refine outcomes, learn from results, and continuously improve.

#### Process Involves

Testing and Validation

Quality Assurance

User Feedback

Performance Review

Documentation

Reflection

Iteration

Continuous Improvement

#### AI Integration

Design Auditing

Accessibility Evaluation

Analytics Interpretation

Performance Assessment

Automated Reporting

Pattern Recognition

Process Optimization

Future Forward

# 05 Strengths Summary

## **Creative Leadership**

- 10+ years of multidisciplinary creative industry experience
- Led creative projects across design, branding, multimedia, and digital media
- Experience managing teams, creative direction, and project execution
- Worked with local and international brands across multiple industries

## **Design, Multimedia, and Emerging Technology**

- Proficient in Graphic Design, Illustration, Photography, UI/UX, Motion Graphics, Video Production, Animation, and Web Design
- Strong understanding of visual storytelling, user experience, and digital communication
- Early adopter of AI-assisted creative workflows, automation, and emerging technologies
- Combines creativity, technology, and strategy to develop innovative solutions

## **Research, Education, and Knowledge Development**

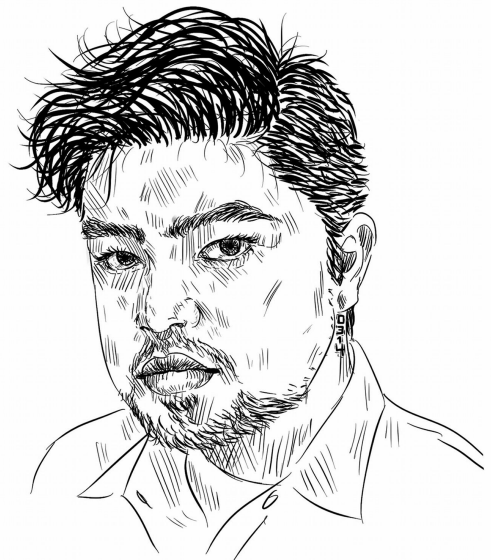
- 5+ years of experience in higher education and curriculum development
- Current Multimedia Arts Program Coordinator
- Published researcher with experience advising academic and creative projects
- Extensive background in instructional design, syllabus development, and quality assurance
- Strong analytical, research, and critical thinking skills

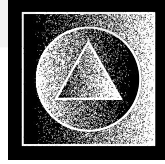
## **Technology and Systems Thinking**

- Graduate of Information Technology major in Multimedia
- Experience in programming, web technologies, and technical problem-solving
- Comfortable working between creative, technical, and business environments
- Able to quickly adapt to new tools, platforms, and industry trends

## **Continuous Learning and Professional Growth**

- Pursuing graduate studies in Information Technology
- Holder of multiple industry certifications in design, technology, and AI-related fields
- Committed to lifelong learning, experimentation, and innovation
- Passionate about mentoring creatives and building future-ready design practices





**To my next client,**

Thank you for taking the time to review my work.

I am a Multimedia Creative Professional from the Philippines with over 10 years of experience helping individuals, businesses, and organizations transform ideas into meaningful visual and digital experiences. Throughout my career, I have worked across Graphic Design, Illustration, Photography, UI/UX and Web Design, Motion Graphics, Video Production, Animation, and Creative Technology, allowing me to approach projects from both creative and technical perspectives.

What I bring to a project is more than design execution. I bring a process built on research, strategy, creativity, and problem-solving. My goal is to understand your challenges, identify opportunities, and create solutions that communicate clearly, connect with your audience, and support your objectives. Whether the project requires branding, visual storytelling, digital experiences, multimedia production, or creative direction, I strive to create work that is both purposeful and impactful.

My background in Information Technology, education, research, and creative leadership allows me to bridge design, technology, and innovation. I actively integrate modern AI-assisted workflows into my process to enhance exploration, production, and evaluation while ensuring that human creativity, critical thinking, and thoughtful decision-making remain at the center of every project.

I believe that great creative work starts with understanding people and ends with creating meaningful experiences. I am always excited to collaborate with individuals and teams who are passionate about bringing ideas to life, solving problems, and creating something valuable together.

I look forward to learning about your vision and exploring how I can help turn it into reality.

