CYRUS II AVELLANOSA

Multidiciplinary Creative/ Educator

Check out my work here:
cyrusavellanosa.com

You may contact me here:
cyrusavellanosa@gmail.com

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

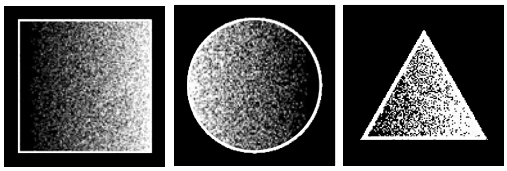
Certiport - Pearson Vue
- Adobe Certified Professional
- Visual Design Freelancer
- Java - IT Specialist

Arizona State Univerity - Cintana
- Various Short Courses
- Artificial Intelligence Course

Coursera
- Various Short Courses
- Artificial Intelligence Course

LinkedIn Learning
- Various Short Courses
- Artificial Intelligence Course

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

EVOLVE
The Growth Oppurtunity.

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

FREQUENTLY USED TOOLS

AI Tools and Project Management

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

Animation, Motion Design, and Video Production

After Effects | Premiere Pro | Audition | Blender 3D | SketchUp | DaVinci Resolve

UI/UX, Web Design/Development, and Frontend

Figma | WordPress | WebFlow | WiX | Shopify | Java

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

06 Portfolio Website

Please Scan the QR Cor or visit the link below:

https://cyrusavellanosa.com/



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.

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DISCOVER
NEW
FLAVORS


ROSSO CAFFÈ
RESERVE EDITION
ROSSO CAFFÈ
ICE MOONSTONE


ROSSO CAFFÈ
MALABAR HAZELNUT
ROSSO CAFFÈ
CRÈME CARAMEL
ROSSO CAFFÈ
CHOCOLATE & STRAWBERRY
MADAGASCAR VANILLA

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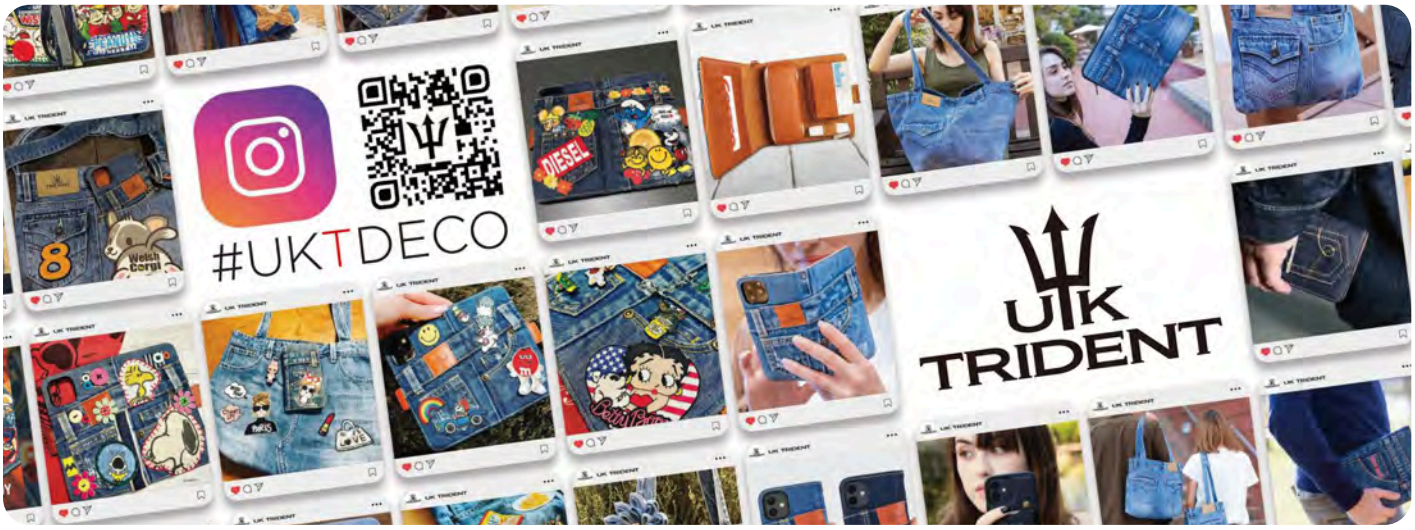
Project 02: 株式会社 BSJ.KK
https://cyrusavellanosa.com/project-02















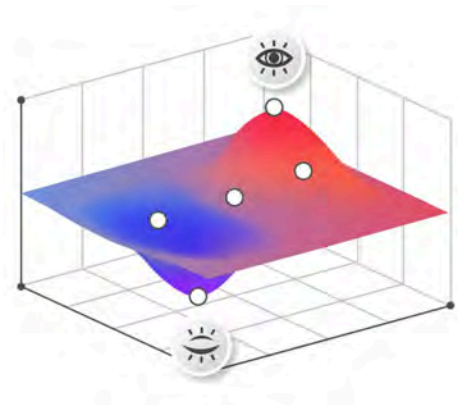


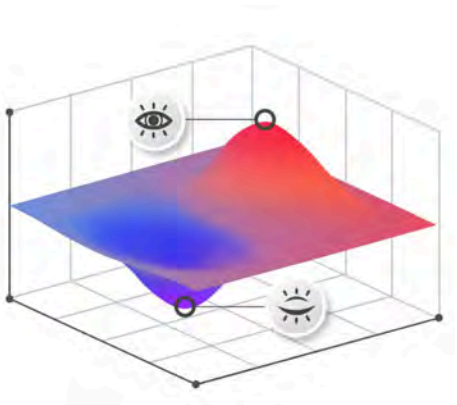


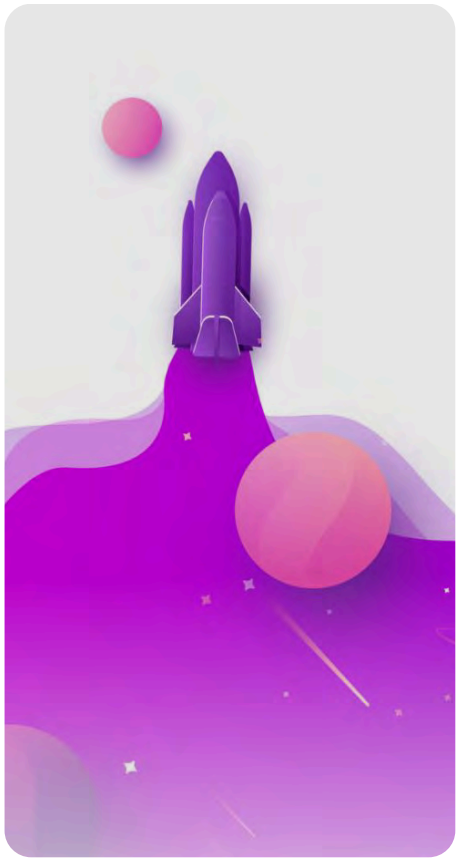

THE SPHERE OF INFLUENCE
Executive Summary
About Us
Additional Information
AsianUpward
By ELEVATE

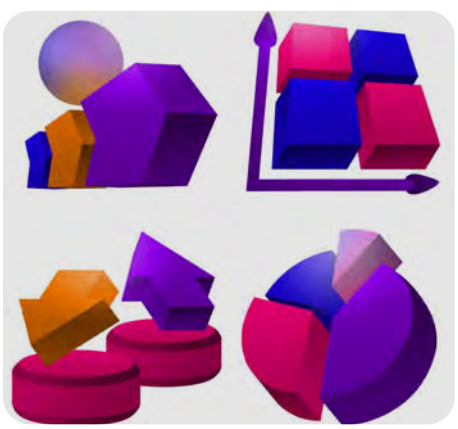

Single Success Strategy
If you would give Asian Pacific American professionals your single best piece of strategic insight to ensure their success, what would you advise?
Many people are afraid to appear vulnerable and seek help when they need it. Successful people recognize early in their life journey that asking for help isn't a sign of weakness; rather, it is a sign of someone who wishes to grow, learn, and understand the world around them. Always be curious and never be afraid to ask for help.
Bill Imada
Chairman and Chief Connectivity Officer
IW Group Inc












AsianUpward
Forward. Onward. AsianUpward!

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Project 04: PROWIRELESS
https://cyrusavellanosa.com/project-04











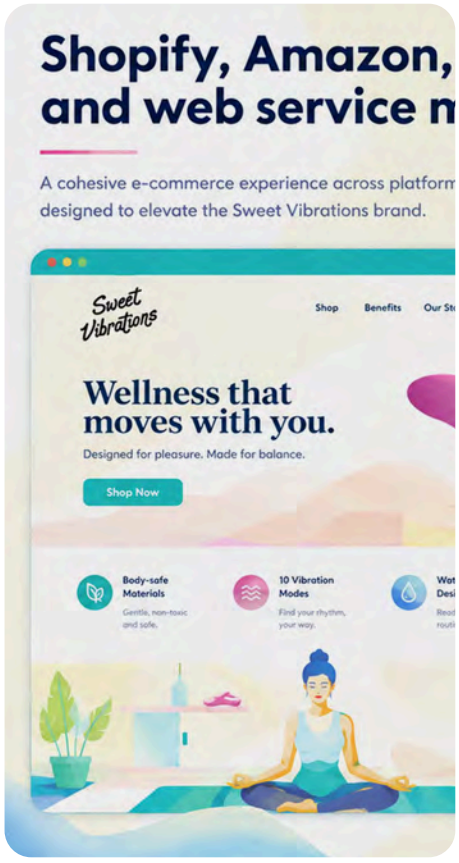





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Project 05: DSGN BKRY STUDIO
https://cyrusavellanosa.com/project-05

















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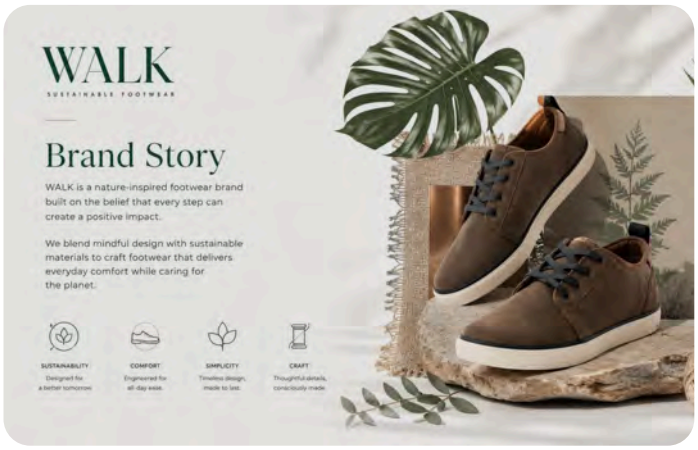
Portfolio: DESIGN WORKS
https://cyrusavellanosa.com/gallery?category-2=design

















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Portfolio: ILLUSTRATION WORKS
https://cyrusavellanosa.com/gallery?category-2=illustration

















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Portfolio: MOTION WORKS

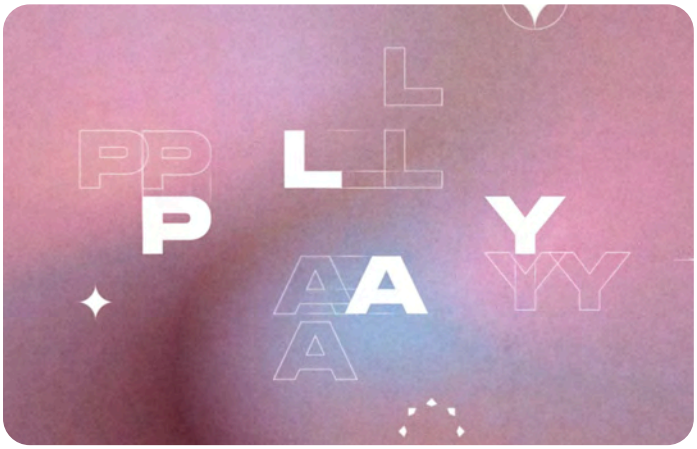
https://cyrusavellanosa.com/gallery?category-2=motion

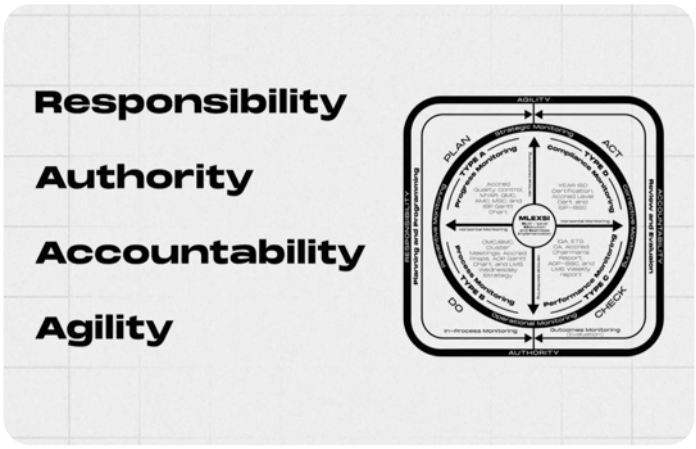
















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Portfolio: PHOTOGRAPHY WORKS

https://cyrusavellanosa.com/gallery?category-2=photography

















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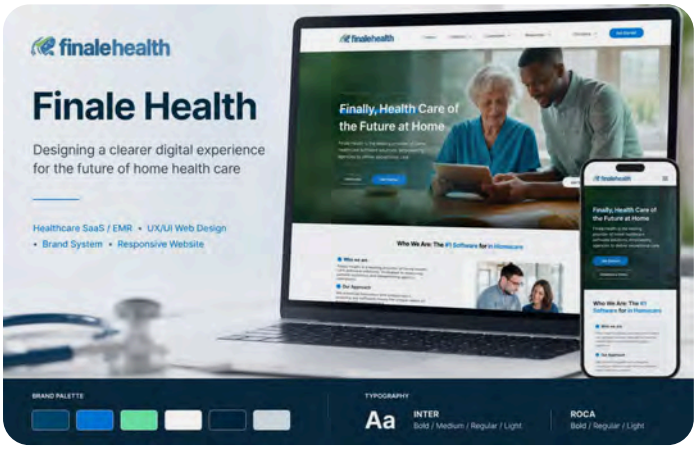
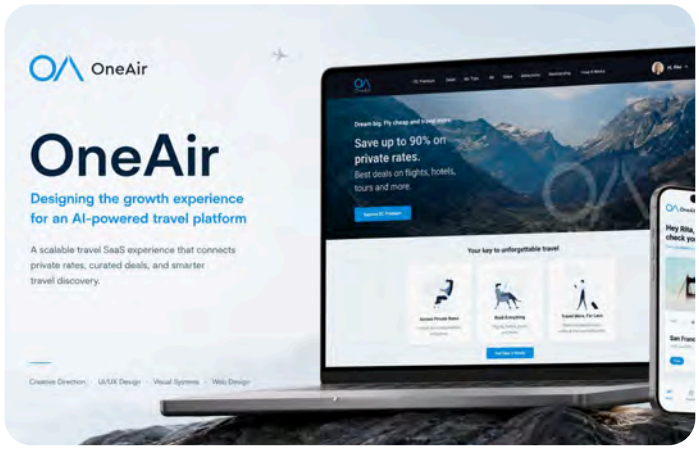
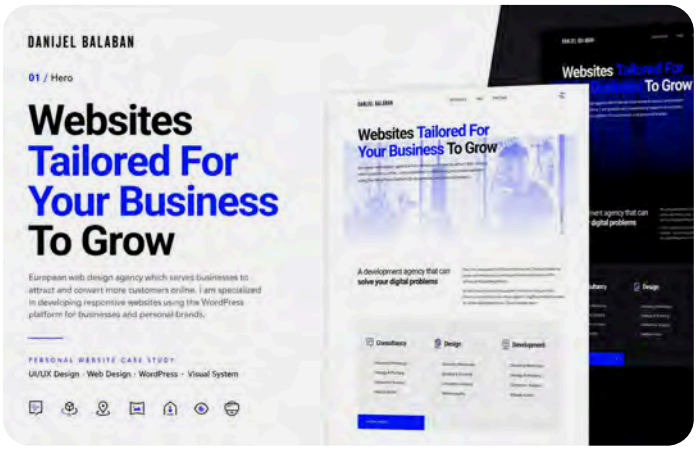
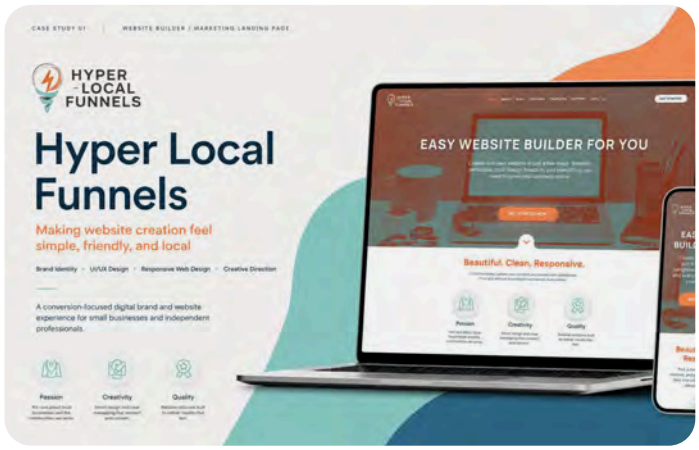
Portfolio: WEB UX/UI WORKS

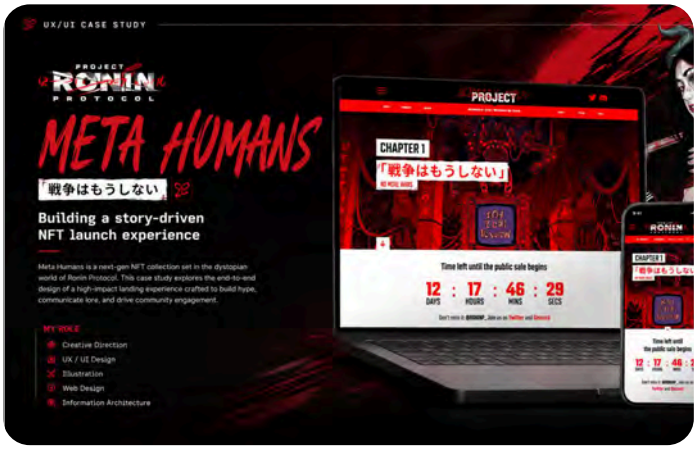
https://cyrusavellanosa.com/gallery?category-2=web

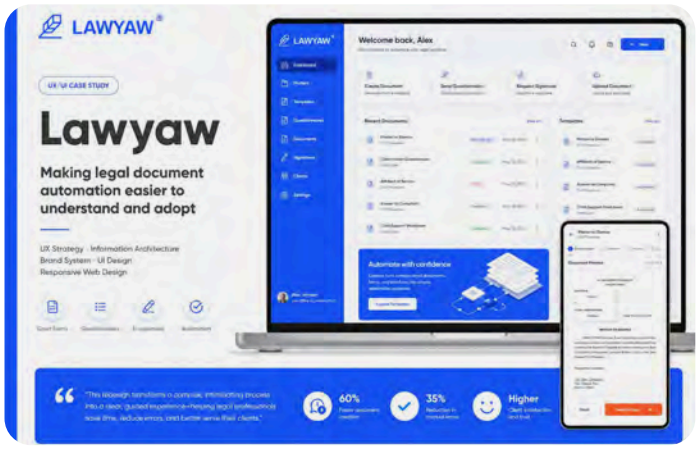




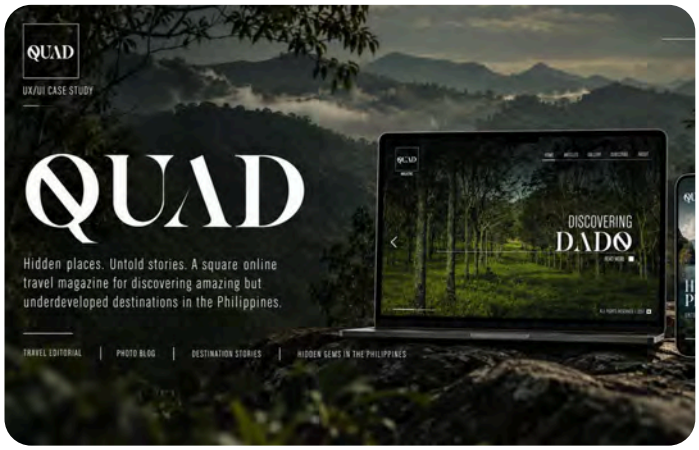












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Portfolio: EXPERIMENTAL WORKS

https://cyrusavellanosa.com/gallery?category-2=experimental

