

HARVEY B. VARELA

Cebu City, Philippines | harveyv291@gmail.com | <https://harvey-portfolio.vercel.app/>

SUMMARY

Design-focused Virtual Assistant with experience creating branded social media graphics, editing visual content, and supporting content scheduling and reporting. Strong background in Canva, UI/UX principles, Trello task coordination, and analytics-based reporting including SEO performance. Tech-savvy, detail-oriented, and experienced in supporting remote clients with creative execution and organized workflows.

EDUCATION

Bachelor of Science in Information Technology

Aug 2020 - June 2024

Cebu Technological University Argao Campus

- Thesis on "TrooTea Management and Inventory System".

PROFESSIONAL EXPERIENCE

Web Developer, IT Support, UI/UX & Graphic Designer

July 2024 - July 2025

Local Government Unit — Municipality of Dalaguete, Cebu

- Designed, developed, and maintained the official municipal website, ensuring accessibility and mobile responsiveness.
- Created user-friendly interfaces and improved site navigation to make public services information more intuitive for citizens.
- Provided daily IT support for municipal offices, troubleshooting hardware, software, and network issues to minimize disruptions.
- Produced marketing collateral, infographics, and event posters that improved public engagement and strengthened the municipality's branding.
- Collaborated with department heads to digitize forms, streamline workflows, and improve service delivery.
- Tools & technologies: WordPress, HTML, CSS, Figma, Adobe Creative Suite, office productivity software.

Virtual Assistant – Graphic Design & Social Media

July 2025 - December 2025

Remote | Client-based

- Designed branded social media graphics, carousels, and visual assets using Canva, aligned with client brand guidelines
- Edited and prepared content for posting across Facebook and Instagram
- Assisted with content scheduling and posting to maintain consistent online presence
- Managed tasks, timelines, and feedback using Trello
- Prepared performance reports including social media insights and SEO summaries
- Supported clients with organized documentation, reporting, and communication

SKILLS

Graphic Design (Primary)

- Canva (social media posts, carousels, branded assets)
- Layout, typography, brand consistency
- UI/UX design principles
- Figma

Social Media Support

- Content editing & preparation
- Posting & scheduling
- Meta Business Suite

Project & Reporting Tools

- Trello
- SEO reporting
- Performance and analytics summaries

Technical Background (Supporting)

- WordPress
- HTML / CSS
- Basic JavaScript
- Laravel (working knowledge)