

Edana Racadio

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PROFILE

With my diverse work experience encompassing graphic design, hospitality and beauty therapy, I have developed customer-centric skills, effective communication and timely project delivery. From creating high design standards and managing budgets effectively, I possess strong interpersonal skills with a keen understanding of customer needs. I am organised, tech-savvy, and detail-oriented. Seeking a new opportunity where I can embrace fresh challenges and acquire new skills.

EXPERIENCE

ENGLISH TEACHER (TEFL), SCRAMBLED EGGS; MILAN, ITALY — JULY 2024 - CURRENT

In my role as an English Teacher at Scrambled Eggs in Milan, I create and deliver tailored lesson plans that cater to diverse student demographics and proficiency levels. My teaching approach incorporates both virtual and in-person classes, focusing on enhancing students' listening, speaking, reading, and writing skills. I collaborate with fellow educators, administrators, and support staff to ensure a cohesive educational experience. A significant aspect of my role involves preparing students for English proficiency exams, including IELTS, to help them achieve their academic and professional goals.

MENTEE, ASSISTERHOOD; BRISBANE, AUSTRALIA — JUNE 2024 - CURRENT

As a Mentee in the Assisterhood program, I am part of a supportive and inspiring initiative that connects underrepresented individuals with senior leaders across various disciplines, including marketing, client services and design. I am paired with an industry professional in UX Design, who provides me with invaluable guidance, knowledge transfer, and career development support. This mentorship has been instrumental in my growth within the field, offering insights and strategies to navigate the industry effectively.

GRAPHIC DESIGNER, YORK ST CAFE; BRISBANE, AUSTRALIA — JUNE 2023 - CURRENT

At York St Cafe, I spearheaded the revamp of the cafe's visual identity, focusing on creating a cohesive and appealing brand image. My responsibilities included developing comprehensive brand guidelines and redesigning key assets such as the logo, loyalty cards, and menu. I also took on the task of designing pricing tags and a uniform that aligns with the cafe's unique character, significantly enhancing the overall customer experience and brand cohesion.

GRAPHIC DESIGNER, GEM CABINETS; BRISBANE, AUSTRALIA — APRIL 2024

During my tenure at Gem Cabinets, I conceptualized and executed content strategies that effectively boosted the brand's online presence. I was responsible for analyzing engagement data and designing brand assets that resonated with the target audience.

CONTENT CREATOR/VIRTUAL ASSISTANT, OLLIE OLDS; BRISBANE, AUSTRALIA — JULY 2023 - DECEMBER 2023

As a Content Creator and Virtual Assistant for Ollie Olds, I played a crucial role in shaping the brand's digital presence. I developed brand guidelines and designed various promotional materials. Additionally, I launched and managed the social media profile, actively engaging with the audience and scheduling regular EDMs, which significantly contributed to the brand's online visibility and customer engagement.

BARISTA SUPERVISOR, SOUFFLE JAPANCAKES; BRISBANE, AUSTRALIA — JUNE 2023 - DECEMBER 2023

In my role as Barista Supervisor at Souffle Japancakes, I was responsible for overseeing beverage preparation, staff training, and inventory management. My involvement in the cafe's opening phase was critical in establishing a solid foundation for its operations and overall success.

BAR SUPERVISOR, HELLENIKA; BRISBANE, AUSTRALIA — FEBRUARY 2022 - DECEMBER 2023

Starting as a Barista at Hellenika, I progressed to become a Bar Supervisor, where I was in charge of order management, inventory control, and staff training. I focused on maintaining high standards of customer service, ensuring compliance with food and beverage regulations, and managing the bar team. I also played a key role in the preparation and service of various events, successfully managing functions that ranged from small gatherings to large events with up to 100 attendees.

BARISTA, YORK ST ESPRESSO BAR; BRISBANE, AUSTRALIA — JANUARY 2023 - JULY 2023

At York St Espresso Bar, I was responsible for preparing a variety of hot and cold beverages, delivering exceptional customer service, and ensuring a welcoming atmosphere for all patrons. My role required attention to detail, efficiency, and the ability to establish a friendly rapport with customers, enhancing their overall experience.

MARKETING GRAPHIC DESIGNER, READY2GO FURNITURE; BRISBANE, AUSTRALIA — APRIL 2022 - JULY 2023

As a Marketing Graphic Designer at Ready2Go Furniture, I designed and managed newsletter mailouts, conducted product photography and editing, and maintained the website's back-end operations. I supported the sales team by providing graphics and marketing materials for product launches, contributing to the brand's marketing efforts. Additionally, I played a pivotal role in organizing and preparing a new product range introduction, which involved packaging pricelists and fabric testers for over 100 clients.

APPOINTMENT SETTER, SMART LABS; BRISBANE, AUSTRALIA — MARCH 2023 - MAY 2023

In my role as an Appointment Setter at Smart Labs, I was responsible for identifying key areas of concern for potential clients and providing tailored solutions through our programs. I successfully scheduled consultations between sales staff and prospective clients, consistently meeting monthly KPIs. My duties also included updating and following up with clients, ensuring effective communication and relationship management.

GRAPHIC DESIGNER, GEMINI KITCHENS AND CABINETS; BRISBANE, AUSTRALIA — MARCH 2023 - MAY 2023

At Gemini Kitchens and Cabinets, I collaborated on the creation of a brand identity, designed the business website, and implemented a branding structure that effectively positioned the company in the market. My work included delivering various marketing materials for the company launch, including business cards and promotional mockups.

WAITRESS, PIZZA AND PASTA; BRISBANE, AUSTRALIA — AUGUST 2020 - JANUARY 2022

Working as a Waitress at Pizza and Pasta, I gained valuable experience in a fast-paced environment. My responsibilities included efficiently taking and preparing customer orders, organizing stock prior to opening, and assisting with cleaning and closing operations. I demonstrated flexibility by excelling in various roles within a small workspace and consistently maintained composure during busy periods. This experience enhanced my time management skills and ability to contribute effectively to a team.

CREATIVE PRODUCER, EXPLANIMATE; BRISBANE, AUSTRALIA — MARCH 2021 - DECEMBER 2021

As a Creative Producer at Explanimate, I was instrumental in producing high-quality motion graphic animation videos using a variety of design tools. I managed multiple projects, ensuring they were completed on time, within budget, and to the highest standards. My role involved file and asset management, client liaison, organizing proposal documents, and overseeing production timelines. I collaborated closely with the design team, briefing them on project requirements, and worked alongside the lead producer to enhance team efficiency. I was also involved in working with the Genero and B2B Tik Tok teams of South East Asia to successfully implement and develop projects that enhanced shopping experiences on their platform.

QPAY AMBASSADOR, QPAY; BRISBANE, AUSTRALIA — FEBRUARY 2021

As a Qpay Ambassador, I liaised with various clubs and societies across Brisbane universities to promote and facilitate the use of the Qpay application. I provided technical support to users and advised on the application's benefits, including its rewards scheme. My role involved understanding user flow, addressing issues promptly, and ensuring a seamless experience for both new and existing users.

BARISTA, VITOS ESPRESSO BAR; BRISBANE, AUSTRALIA — JULY 2019 - FEBRUARY 2021

At Vitos Espresso Bar, I was responsible for preparing beverages according to recipes, processing payments, and ensuring the smooth opening and closing of the cafe. I adhered strictly to health and safety regulations and consistently created a friendly atmosphere for customers. My ability to manage time effectively and interact positively with customers and team members was key to the cafe's success.

DESIGN AND ADMINISTRATIVE ASSISTANT, QUT GLOBAL EXCHANGE OFFICE; BRISBANE, AUSTRALIA — JUNE 2019 - OCTOBER 2019

In my role at the QUT Global Exchange Office, I was responsible for creating and designing promotional materials, including posters and advertisements, to support the office's international exchange programs. My duties also included general administrative tasks, such as answering calls and handling queries as the receptionist. My contributions helped maintain a welcoming and organized environment for students and staff, and my designs played a key role in promoting the exchange programs.

BARISTA, MOCHA BELLA CAFE; BRISBANE, AUSTRALIA — JANUARY 2011 - JULY 2019

At Mocha Bella Cafe, I worked as a Barista and Waitress, where I was responsible for preparing food, serving customers, and managing the opening and closing of the cafe. My role required adaptability and efficiency in a fast-paced, compact environment. I consistently maintained a high standard of service, ensuring customer satisfaction and smooth operations.

BEAUTY THERAPIST, ENDOTA SPA; BRISBANE, AUSTRALIA — AUGUST 2015 - DECEMBER 2018

As a Beauty Therapist at Endota Spa, I performed routine and customized treatments while managing reception duties using software like SHORTCUTS and ZENOTTI. My responsibilities included providing exceptional customer service, managing time effectively, and operating various therapeutic machines. I regularly achieved monthly and weekly KPIs, which enhanced my performance, knowledge, and skills. My focus on client satisfaction and organizational skills were crucial in delivering high-quality treatments and maintaining a professional environment.

VOLUNTEER

CURIOSITY VOLUNTEER; BRISBANE, AUSTRALIA — MARCH 2021

I managed the setup and pack-down of interactive exhibits at the Curiosity Brisbane event. Engaged with the public, providing information about installations while ensuring safety and implementing COVID-safe practices. Played a key role in educating visitors on the concepts behind the exhibits, contributing to an informative and smooth visitor experience.

BRISBANE FESTIVAL AMBASSADOR; BRISBANE, AUSTRALIA — SEPTEMBER 2019

I supported the Brisbane Festival by assisting with site setup, guest interactions at the Welcome Booth, and various event tasks. Provided directions and addressed attendee queries, ensuring a positive experience. Demonstrated flexibility in taking on diverse roles to support the festival's operations.

SEMESTER ABROAD; PAMPLONA, SPAIN — DECEMBER 2018 - JULY 2019

I immersed in academic and cultural experiences while collaborating in design studios to create innovative fashion and product brands, some of which were featured in exhibitions. Developed teamwork skills and adaptability in different cultural contexts, while studying A1-level Spanish language and culture.

QUT EXCHANGE BUDDY; BRISBANE, AUSTRALIA — JULY 2019 - DECEMBER 2019

I promoted and organized international group events, collaborating with university clubs to encourage participation and foster community among international students. Designed club materials, including logos and t-shirts, enhancing the club's identity and visibility on campus.

EDUCATION

The TEFL Academy, Online, Remote - Certificate III in TEFL, 2024

Queensland University of Technology, Brisbane, Australia — Bachelor of Creative Industries majoring in Interactive and Visual Design, 2021

Southbank Institute of TAFE, Brisbane, Australia - Diploma in Beauty Therapy, 2015

SKILLS AND ABILITIES

Customer Service Excellence: Demonstrated through your various roles in hospitality, including barista and bar supervisor positions where I provided tailored recommendations and ensured customer satisfaction.

Team Leadership and Training: Experienced in training and developing incoming staff, supervising teams, and ensuring smooth operations in high-pressure environments.

Project Management: Proven ability to manage projects, including scheduling, file management, and coordinating with designers, particularly in my Creative Producer role. I successfully carried out developing projects with the B2B TikTok Team of SEA and Genaro developing microsites for their platform.

Creativity: Expertise in creating marketing materials, managing social media content, and working with design software (e.g., Adobe Creative Cloud), which was showcased in my role at Ready2Go Furniture and in my freelance work.

Time Management and Organisation: Ability to manage inventory, prepare for daily operations, and handle multiple tasks efficiently, which is critical in both hospitality and creative roles from Hellenika, Eat Street to Ready2Go Furniture.

Technical Proficiency: Skilled in using various software, such as Shortcuts, Zenoti, and Adobe Creative Cloud, as well as project management tools like ClickUp and Google Docs. Especially managed from my role as a beauty therapist to a designer.

Adaptability and Flexibility: Ability to work in diverse environments, from hospitality to creative design, in person and in remote settings with the flexibility to adapt to new challenges quickly.

TOOLS AND APPLICATIONS

Adobe Creative Cloud (e.g., Photoshop, Illustrator, InDesign, Premiere Pro) Used for graphic design, video editing, and creating marketing materials.

ClickUp Project management tool used to organize briefs, manage tasks, and track project progress.

frame.io Utilized for video review and collaboration, especially in producing motion graphic animation videos.

Google Docs Used for document creation, collaboration, and file sharing within teams.

Microsoft Office Suite (Word, Excel, PowerPoint) Frequently used for creating reports, spreadsheets, and presentations.

Miro Used for managing and organising project progress

SHORTCUTS and ZENOTTI Managed appointments, client information, and customer service in beauty therapy roles.

Social Media Platforms (Facebook, Instagram, Pinterest, LinkedIn) Managed social media content and marketing campaigns.

Vimeo Managed and uploaded video content for client review and final delivery.

WordPress, WooCommerce, Shopify, GoDaddy Used for managing and updating websites, particularly in freelance and marketing roles.

Xero Handled invoicing, financial management, and client billing.