



Brian Paragas

PROJECT MANAGER | GRAPHIC DESIGNER | DIGITAL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Project Manager with a strong foundation in graphic design and organizational skills from social media management. Focused on learning to lead projects effectively and deliver impactful results.

CORE COMPETENCIES

- Leadership and Team Management
- Problem-Solving and Critical Thinking
- Communication and Coordination Skills
- Technical Proficiency
- Project Planning and Execution
- Flexibility
- UI/UX Design Principles
- Agile Methodologies

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer

Freelancer

Surrey, British Columbia

Oct 2020–Present

- Produced high-quality marketing materials, such as social media posts, advertisements, and merchandise designs, to amplify clients' online presence.
- Communicated with clients to understand design requirements, provided updates, and integrated feedback throughout the design process.
- Proficient in design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, and Premier Pro.
- Resolved design challenges by introducing innovative approaches to meet tight deadlines and client expectations.
- Managed multiple projects simultaneously, meeting tight deadlines without compromising quality.

Content Creator & Social Media Manager

TikTok Influencer

Surrey, British Columbia

Jan 2020–Jan 2023 (**Planned Career Break**)

- Publicizes content targeted towards gamers that has amassed 10k+ followers, accumulated a total of over 5 million views and 901.9k likes.
- Conceptualized and produced engaging, trend-based TikTok videos to increase brand visibility and follower engagement.
- Utilized TikTok analytics to track performance, identify growth opportunities, and refine content strategies.
- Interacted with followers through comments, DMs, and live sessions to build community and foster brand loyalty.

Co-Founder & Social Media Manager

Illest Illusionz Dance Crew

Surrey, British Columbia

Jan 2017–Present

- Co-founded and established Illest Illusionz, fostering a collaborative and creative environment for dancers.
- Manages account and networks, securing artist collaborations and performances for crew members.
- Built a strong online presence by aligning social media campaigns with the crew's vision and goals.
- Supported the crew to perform throughout British Columbia's lower mainland, increasing recognition within the dance community.
- Recruited and mentored new members, building a cohesive and dynamic team.

LEADERSHIP EXPERIENCE

Dance Coach

SD36 School District
Surrey, British Columbia
Sept 2016–Jan 2022

- Provided individualized feedback and mentorship to help students improve their confidence and abilities.
- Organized and led rehearsals, ensuring students were well-prepared and confident for performances.
- Fostered a positive and inclusive environment, promoting teamwork, discipline, and self-expression.
- Motivated students to set and achieve individual and team goals, fostering a strong sense of accomplishment.
- Advocated for the arts by highlighting the importance of dance in student development and well-being.

Events Coordinator & Organizer

City Of Surrey Events
Surrey, British Columbia
Oct 2015–Jan 2016

- Designed and managed event merchandising, including branded apparel, accessories, and souvenirs, to enhance the attendee experience and boost revenue.
- Created and implemented promotional strategies to maximize event attendance and visibility through social media and community outreach.
- Oversaw event setup and teardown, ensuring all elements were executed according to the plan.
- Monitored attendee engagement and addressed any issues promptly to maintain a positive experience.
- Fostered relationships with sponsors and vendors to secure partnerships, discounts, and exclusive offers.

PROJECTS

Project Manager & Lead Graphic Designer

Remedify, BCIT
Vancouver, British Columbia
Sept 2024–Dec 2024

- Led cross-functional teams to successfully deliver projects on time, improving overall operational efficiency.
- Managed end-to-end project lifecycles, from concept development to final delivery, ensuring adherence to timelines.
- Conducted regular team meetings to review project progress, address challenges, and align on goals.
- Prioritized tasks and streamlined workflows to optimize efficiency and improve project outcomes.
- Provided creative direction and constructive feedback to enhance the quality of design deliverables.
- Supervised and mentored a team of designers, ensuring high-quality deliverables and professional growth.

EDUCATION

Diploma, Digital Design & Development

British Columbia Institute of Technology
Set Representative

Sept 2023–May 2025

Associates Certificate, Graphic Design

British Columbia Institute of Technology
Graduated With Distinctions

May 2021–Oct 2021

TECHNICAL SKILLS

- **Front-End Development:** HTML, CSS, JavaScript (React, Vite.js), Expo, Next.js, Tailwind, Vercel
 - **Frameworks & Libraries:** Node.js, Wordpress
- **Software:** Adobe (Photoshop, Illustrator, After Effects, InDesign, Acrobat), Figma, Premiere Pro, Trello
 - **Version Control:** Git, Github