



LAWRENCE R. LERIOS

CREATIVE DESIGNER / RETAIL DESIGNER

With more than 10 years of working experience, I have maintained balance between the creative and rational aspects of design. I ensure that in all work that I do, there is always synergy in both the functional and aesthetic value.

BIRTHDAY	September 29, 1988
CIVIL STATUS	Single
NATIONALITY	Filipino
CONTACT	+65 97743909
E-MAIL	lawrencelerios23@gmail.com
ADDRESS	Woodlands, Singapore


SKILLS

- UI/UX Design
- UI Prototyping
- Graphic Design
- Retail Design
- Visual Merchandising
- 3D Rendering
- Digital Media
- Digital Illustration
- Marketing Strategy
- Project Management
- Ideas Development
- Copywriting
- Photography

LANGAUGES

- English
- Filipino (Native)

LINKS

 www.facebook.com/uwisbagwis

 www.linkedin.com/in/lawrencelerios

VIEW MY PORTFOLIO

www.uwislerios.com

EXPERIENCE

- 2023 - 2024** ● 3D GRAPHIC DESIGNER
 GROWVE, USA
 Creating visually compelling and persuasive product images and graphics for Amazon product listings.
 Collaborate closely with marketing teams, product managers, and copy-writers to ensure the successful execution of visual assets that drive sales and enhance the overall customer experience on the Amazon platform.
- 2022 - 2023** ● SENIOR RETAIL DESIGNER
 OSIM International Pte Ltd, Singapore
 Facilitate and iterate the established Retail Concept Design platform to all territories through implementing effective store layouts, visual merchandising concepts and store presentation.
- 2019 - 2022** ● SENIOR VISUAL MERCHANDISING EXECUTIVE, APAC
 Clarins Pte Ltd, Singapore
 Ensuring high visual merchandising and counter design standards across Japan, Korea, and ANZ. Creates and develops VM launch guidelines for APAC programs and permanent in-store elements.
- 2018 - 2019** ● SENIOR CREATIVE DESIGNER
 Printedge Communications Pte Ltd, Singapore
 Designs shop-fronts, interiors, events, point of sales and store displays from a wide range of clients which includes the Mondelez group, Nippon Paint, Cold Storage and more.
- 2011-2017** ● CREATIVE OFFICER / SENIOR STORE DESIGNER
 Sony Philippines Inc.
 Directly sets a meeting with the country Managing Director, Sales Manager and Marketing for approval of overall store designs and event layout designs.

EDUCATION

- 2005-2010** ● UNIVERSITY OF SANTO TOMAS
 Bachelor of Fine Arts and Design - Major in Advertising

SOFTWARES

