

ELMER BAUTISTA

GRAPHIC DESIGN & DIGITAL MEDIA SPECIALIST

Healthcare Communications • Print & Digital Design • Event Creative

Fullerton, CA | (949) 771-5776 | elmersdesign@gmail.com

elmerbautista.com | vqorthocare.com | fullertonpogo.com | Instagram: @fullertonpogo

PROFESSIONAL SUMMARY

Graphic design and digital media professional with more than 15 years of experience, including extensive work in healthcare and medical-device communications. Creates visual content for print, websites, social media, email campaigns, and video. Collaborates with marketing teams and physicians to communicate complex information clearly. Combines Adobe design and multimedia skills with hands-on community branding, event communications, and website development.

CORE SKILLS

Design: Photoshop, Illustrator, InDesign | Print and digital collateral | Social and email graphics

Multimedia: Premiere Pro, After Effects | Video editing | Motion graphics | Product photography

Web & Content: WordPress | Responsive design | UI/UX | HTML5, CSS, JavaScript | Content management

Marketing & Tools: Social media management | SEO | Google Analytics | Microsoft Office | Google Workspace

PROFESSIONAL EXPERIENCE

Web & Digital Media Specialist (Part-time)

Dr. Jason Sabey-Peyman, MD | April 2025–Present

- Collaborate directly with the physician to develop clear, medically accurate website and social media content for patient education and practice communications.
- Create original photography, video, and visual content for social media and the practice website.
- Develop and schedule social media content; co-author and publish SEO-focused articles with the physician.

Web Designer (Independent Contractor)

VQ OrthoCare | February 2023–Present

- Design and maintain healthcare-product websites, updating content to keep information accurate and current.
- Implement and manage website security protocols and monitor performance and vulnerabilities.

Freelance Web & Graphic Designer

Self-Employed | February 2023–Present

- Design and build websites for clients, creating layouts and visual content suited to their businesses and audiences.
- Create print materials and digital graphics to support client branding, marketing, and communications.
- Work directly with clients to understand project needs and refine design work through feedback.

ELMER BAUTISTA

Graphic Design & Digital Media Specialist | Experience & Selected Projects

PROFESSIONAL EXPERIENCE — CONTINUED

Web Designer (Full-time)

VQ OrthoCare | October 2010–February 2023

- Created graphic and multimedia assets for healthcare-product websites, social media, email campaigns, and print materials.
- Collaborated with the marketing team to develop visual and written content for product communications across digital and print channels.
- Produced more than 30 product demonstration and tutorial videos to explain healthcare products and support customer education.
- Designed and developed user-friendly healthcare-product websites, translating detailed product information into accessible digital content.
- Conducted website audits and used Google Analytics to evaluate performance and guide improvements.

COMMUNITY LEADERSHIP & SELECTED PROJECTS

Community Manager & Digital Strategist

Fullerton GO! | January 2022–Present

Pokémon GO Community Ambassador

- Create original graphics, motion content, and event communications for a local Pokémon GO community.
- Built the Fullerton GO! website, including a public community-statistics page that presents community information in an accessible digital format.
- Coordinate member updates and event information through Campfire and social media, supporting in-person meetups and group activities.
- Support local business partnership outreach through community-facing content and digital communications.
- Community social account recorded 199,459 content views, 11,635 interactions, and 288 external-link taps during a reported 90-day period.

SELECTED WORK

Professional portfolio: elmerbautista.com

Healthcare website & digital content: vqorthocare.com

Community website: fullertonpogo.com

Community content & event creative: Instagram @fullertonpogo

Client website: tabshowroom.com - pureprocessfiltration.com

EDUCATION

Certified Nursing Associate Program

Trinity Vocational Center | Carson, California

Vocational Programming Certificate

Interface Computer Learning | Manila, Philippines