

Curriculum Vitae

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CONTACT

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PROFILE

I'm a highly skilled creative designer, branding expert, and web designer & developer with extensive experience in creating stunning designs, developing websites, and implementing effective marketing strategies to boost businesses and meet personal needs. As an experienced and versatile creatives and web developer, I offer a wide range of specialized skills to cater to your business or personal needs. Here's a breakdown of my expertise:

Creative Design & Direction:

1. Developing branding elements, such as logos, typefaces, and visual assets, that effectively communicate the essence of a brand.
2. Creating custom illustrations, icons, and graphics that enhance visual allure and elevate the design aesthetic as a whole.
3. Using expert photo editing skills to retouch and enhance images in order to ensure that they appear polished and professional.
4. Designing persuasive sales and marketing materials, such as templates, themes, and comprehensive branding strategies, to engage audiences and capture their attention.
5. Demonstrating expertise in print design, including the creation of memorable posters and business cards.
6. Managing and leading creative teams with skill, fostering collaboration and assuring the highest quality standards for design and web development projects.
7. Utilizing effective project management techniques to meet deadlines, maintain organization, and exceed client expectations with exceptional results.
8. Close collaboration with clients, attentively listening to their vision and objectives, and translating them into innovative brand-aligned design solutions.

I am committed to delivering visually spectacular designs that not only captivate audiences but also generate meaningful results for my clients.

Web Design & Development:

1. Using WordPress to create robust and visually appealing websites, ensuring seamless functionality and a captivating user experience.
2. Creating detailed and persuasive website proposals that effectively convey the project's vision and value to clients.
3. Providing dependable and effective technological assistance throughout the development process in order to guarantee customer contentment and a seamless project delivery.
4. Demonstrating proficiency in WordPress theme and plugin development, as well as website customization and optimization to meet specific requirements.
5. Utilizing the power of Google Analytics to collect valuable data-driven insights, thereby facilitating data-driven optimization and performance enhancement decisions.
6. Implementing efficient search engine optimization (SEO) techniques in order to increase website visibility, organic rankings, and targeted organic traffic.
7. Conducting extensive keyword research and implementing on-page optimization strategies in order to optimize content, meta tags, and website structure for increased search engine visibility.
8. Utilizing SEO tools and analytics to monitor website performance, track keyword rankings, and identify continuous optimization opportunities.
9. Implementing link building strategies, local SEO techniques, and mobile website optimization to improve the overall performance and visibility of a website.
10. Keeping abreast of the most recent industry trends, algorithm modifications, and best practices in web design and SEO to ensure that websites remain optimized and competitive in the digital landscape.

With a strong emphasis on delivering exceptional web design and development solutions and a commitment to remaining ahead of the curve, I am committed to creating websites that generate results and surpass client expectations.

UX & UI Design:

1. Conducting extensive investigation on user personas, user stories, and use cases enables me to comprehend the target audience and their requirements in depth.
2. Developing comprehensive designs that evolve into precise wireframes, prototypes, and user flows, thereby assuring a well-planned and intuitive user experience.
3. Designing comprehensive visual elements, such as carefully selected colors, themes, styles, guidelines, and iconography, to produce a unified and aesthetically pleasing interface.
4. Staying abreast of the most recent design trends, best practices, and emerging technologies in order to provide cutting-edge and innovative solutions.

5. Using my passion, abilities, and experience, I will provide you with exceptional design, development, and marketing solutions that are precisely tailored to your specific needs.

With a strong commitment to excellence and a user-centric approach, I am committed to creating exceptional user experiences that resonate with users and generate positive outcomes.

EMPLOYMENT HISTORY

Agape Henry Crux: Immigration Lawyers Sydney

Web Designer & Developer

February 2022 – May 2023

During this period, as Agape Henry Crux's sole web developer, I was responsible for developing their website, managing their Hubspot platform, and creating marketing materials such as landing pages. Working on a diversity of initiatives was one of the most satisfying aspects of my position. I was able to construct a cohesive brand for Agape Henry Crux utilizing my web development, design, and marketing talents. I am pleased with the work I performed with Agape Henry Crux. I am certain that they will remain a prosperous law firm for many years to come.

Top Lobsters

Creative Director | Project Manager

January 2020 – January 2022

Top Lobster is a prominent Florida-based digital marketing agency that specializes in social media platforms. Numerous reputable media outlets, including Fox News, Marketplace, and International Business Times, have recognized our firm. My position as Creative Director at Top Lobster has significantly elevated my management abilities. By supervising and assuring superior design across social media and web platforms, I have refined my management and interpersonal communication skills.

Vimagery INC.

Assets Architect | Project Manager

June 2020 – December 2021

Vimagery is a reputable provider of professional and personal services committed to fostering exponential business growth. Through innovative digital solutions, our primary objective is to build exceptional brand equity. Through my work with The Vimagery, I've gained invaluable experience in developing a systematic method for enhancing a company's online presence and converting potential customers into loyal, paying clients.

Wideout AQA

Creative Designer

January 2020 – May 2020

Wideout AQA is a prominent creatives firm in the Philippines that manages well-known brands such as VSP Global, the largest provider of vision insurance in the United States. As a result of my affiliation with Wideout AQA, I've had the privilege of working with renowned brands such as Marchon Eyewear, Lacoste, Calvin Klein, Nike, and Skaga. This invaluable experience has equipped me with a strong sense of design discipline, enabling me to produce exceptional results.

FitterOS

Digital Marketing Strategist

November 2018 – September 2019

FitterOS is an innovative digital marketing firm that specializes in the health and wellness industry. Here, I have refined my marketing skills and assisted a multitude of clients in expanding their businesses through the use of effective online marketing strategies. Working with FitterOS has afforded me invaluable experience and the chance to make a significant impact in the health and wellness industry.

Maven Solutions Inc.

Creative Designer | UI Designer | Motion Designer

May 2018 – January 2019

My experience with Maven Solutions, Inc. has been invaluable, especially in web development, marketing strategy, and branding. This exceptional enterprise has provided me with a wealth of expertise and knowledge in these fields. As evidence of the impact of my involvement with Maven Solutions Inc., I had the honor of volunteering at the inaugural WordCamp 2018 in Iloilo, and I continue to partake actively in WordCamp events. WordCamp events are informal and collaborative gatherings organized by the WordPress community, and I am proud to be a part of such a vibrant community.

Department of Labor and Employment

IT Specialist

September 2017 - December 2017

I had the opportunity to serve as an IT Specialist for the government as a graduate of information technology. In this position, I focused primarily on implementing, monitoring, and maintaining a variety of IT systems using my technical expertise. This experience enabled me to enhance my IT skills and knowledge while actively contributing to the efficient operation of government operations.

Mulave Studio

Graphic Designer

August 2016 - April 2017

Mulave Studio PH Co. is a Multimedia, Animation, and Visual Effects Studio located in the center of the Philippines' thriving culture. In 2016, I had the honor of being one of the first trainees to join this company. During my apprenticeship, I played a vital role in meeting clients' visual requirements by collaborating with a highly skilled design team to create captivating and meticulously crafted marketing materials of the highest caliber. This experience at Mulave Studio PH Co. not only broadened my skill set but also provided me with invaluable insight into the dynamic world of multimedia design.

Other Freelance Jobs

Creative Designer | Branding Consultant

December 2016 - Present

The ability to collaborate with diverse individuals from around the world is one of the most remarkable benefits of working in the creative industry in the virtual world. This invaluable experience has nurtured my independence at work, allowing me to excel independently. Working in a nimble manner, I've become proficient at meeting deadlines and managing priorities efficiently, ensuring that tasks are completed efficiently and promptly.

EDUCATION

I am a dedicated lifelong learner, always seeking opportunities to expand my knowledge in the field I am passionate about. Despite my commitment to continuous learning, I prioritize maintaining a healthy work-life balance and being mindful of my schedule. While it can be challenging at times, I firmly believe that there are no excuses when it comes to pursuing knowledge and personal growth.

Graduate Studies:

WEST VISAYAS STATE UNIVERSITY

Masters in Information Technology

SY: 2019 - Present

Motivated by an unwavering passion for web design, I pursued a Master's Degree to expand my knowledge in project management and delve into the realm of design technology through academic research. My belief is rooted in the understanding that design is not solely about aesthetics; it encompasses a scientific foundation.

This profound love for design drives me to constantly seek a deeper understanding of the principles and methodologies that underpin its artistry. Through my academic journey, I strive to unlock the intricate connection between science and design, reaffirming my dedication and unwavering enthusiasm for this captivating field.

Undergraduate Study:

ILOILO SCIENCE AND TECHNOLOGY UNIVERSITY

Bachelor's Degree in Information Technology

SY: 2013 - 2017

Major in Multimedia & Animation

Multimedia & Animation at Iloilo Science and Technology University was a lot of fun. I discovered how to convey my creativity, test the boundaries of conventional design, and collaborate with like-minded peers. The field's swift evolution kept me interested and motivated to keep up with the most recent trends. It was an exciting and pleasurable voyage that set the groundwork for my creative and tech industry career.