

Curriculum Vitae

Diana Tupas

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PROFILE

I'm a highly skilled creative designer, branding expert, and web designer & developer with extensive experience in crafting visually stunning designs, building high-performing websites, and executing strategic marketing initiatives that drive business growth.

An award-winning and versatile creative professional, bringing a unique blend of design, development, and digital strategy expertise—offering end-to-end solutions tailored to both business and personal goals.

Here's a breakdown of what I bring:

Creative Design & Direction

- Develop impactful branding elements such as logos, typefaces, and visual assets that effectively communicate a brand's identity.
- Create custom illustrations, icons, and graphics that enhance visual appeal and elevate the overall design aesthetic.
- Utilize advanced photo editing techniques to retouch and polish images for a professional and cohesive look.
- Design persuasive marketing materials including templates, themes, and brand strategies that attract and engage audiences.
Demonstrate strong print design skills through memorable collateral like posters, packaging, and business cards.
- Lead creative teams with effective direction, encouraging collaboration and maintaining the highest standards in design and development.
- Apply efficient project management to ensure timely delivery, clear communication, and exceptional client satisfaction.
- Work closely with clients to translate their vision into innovative, brand-aligned visual solutions.

As an award-winning designer, I consistently deliver high-impact visuals that strengthen brand presence and drive real results.

Web Design & Development

- Build visually compelling and technically sound websites using platforms such as *WordPress, Webflow, Shopify, Wix, Squarespace*, and *Figma*, ensuring both design excellence and seamless functionality across devices.
- Prepare clear and persuasive website proposals that align with project goals and client expectations.

- Offer reliable technical support throughout the development cycle to ensure a seamless experience for clients.
- Customize and optimize WordPress themes and plugins to meet specific business or user needs.
- Analyze website performance using Google Analytics to support data-informed decisions and growth strategies.
- Implement SEO best practices to improve site visibility, ranking, and user experience.
Conduct in-depth keyword research and apply effective on-page strategies to enhance content and structure.
- Use SEO tools to monitor performance, track progress, and identify new opportunities for optimization.
- Incorporate link-building efforts, local SEO techniques, and responsive design to maximize reach and usability.
- Stay updated with the latest trends, technologies, and search engine algorithm changes to maintain competitive performance.

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

Creative Click Media

Web Designer & Developer

February 2022 – July 2025

As the lead web designer and developer at Creative Click Media, I was instrumental in redefining the company's digital presence through a full-scale rebranding and website overhaul. I led the strategy, design, and development of a high-performing website that featured a bold visual identity, smooth animations, mobile-first layouts, and industry-specific pages designed to convert. I also created custom graphics and optimized site performance for both speed and SEO.

In addition to web development, I supported marketing efforts by designing landing pages, enhancing UX/UI, and aligning visual communication with brand strategy. This work not only elevated the company's online image but also earned me a *Hermes Creative Award 2025* for UI/UX and Graphic Design. I take pride in the lasting creative and strategic impact I contributed during my time with Creative Click Media.

Agape Henry Crux: Immigration Lawyers Sydney

Web Designer & Developer | Hubspot Engineer

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, creating marketing materials such as landing pages. I also manage AI integration and the automation engineering in Hubspot. 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

December 2019 – 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.

WordCamp Asia

Organizer | Volunteer

August 2018 – Present

Actively involved in the WordPress community through various roles at WordCamp Asia since 2018. Initially served as a volunteer and later transitioned into an organizer role, contributing to the planning, design, and execution of one of the largest WordPress events in the world. Most recently served as a Design Organizer for WordCamp Asia 2025 and 2026, leading visual direction and brand consistency across event materials. My involvement reflects a long-standing commitment to open-source collaboration, community building, and creative leadership within the global WordPress ecosystem.

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 - 2025

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

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.