

SARAH Y. HAW

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Creative and results-driven Graphic Designer with 3+ years of experience in visual communication, branding, and digital content creation. With experience in UX/UI design, project management, and leadership, I bring a multidisciplinary approach to crafting user-centered solutions across print, web, and social platforms. Proven ability to lead teams, manage timelines, and deliver impactful designs that align with brand goals and enhance user experience. Backed by a Computer Science background and a track record of driving engagement, streamlining workflows, and elevating digital presence.

Education

Ateneo de Davao University

Bachelor of Science in Computer Science
Dean's Lister (3.5 QPI)

2022 - May 2026

Stella Maris Academy of Davao

Graduated with Honors (90% < average)
Completed Grade 10 with honors (90% < average)

2017 - 2022

2022

2020

Experience

Elysian Design Studios | Founder/ Owner, Freelance Graphic Designer, Social Media Manager

2022 - present

- Created 200+ infographics, brochures, and posters, enhancing brand visibility and client satisfaction.
- Grew TikTok followers by 500%, increasing engagement to 3k+ followers and 73k+ likes.
- Managed data for 100+ recurring clients, streamlining workflows and improving customer relations.
- Delivered personalized design solutions across various styles, driving repeat business.

SAMAHAN Systems Development | UX/UI Designer, Project Manager

August 2024 - Present

- Created user-centered wireframes, prototypes, and mockups for responsive websites.
- Conducted usability testing to improve user experience and address pain points.
- Designed consistent, brand-aligned UIs and collaborated with developers for seamless implementation.
- Managed scope, resources, and timelines to deliver projects on time and within budget.
- Optimized team productivity through task delegation and Agile methodologies.
- Led sprint meetings and provided updates to ensure stakeholder alignment.

Borderline Travel and Tours | Head Graphic Designer

2024

- Increased client engagement and conversion by 750% through design of promotional materials.
- Boosted online visibility by 320% with visually appealing social media content.
- Ensured cohesive branding through collaboration with suppliers and partners.
- Conducted market research to align designs with travel trends and customer preferences.

Computer Science Student Executive Council | Creatives Head

2023 - 2024

- Developed event branding, boosting student participation and engagement.
- Led a team of 20+ designers, providing direction and feedback for impactful visuals.
- Organized workshops to enhance team skills and collaboration.
- Delivered high-quality designs on tight deadlines, maintaining excellence.
- Streamlined creative workflows to improve project delivery times.

Projects

[Larong Pamana](#) | Creatives Head

2024

[The Note Vault](#) | Creatives Head, Assistant Leader

2024

[Chammie Carnival](#) | Creatives Head, Assistant Leader

2024

[SAMAHAN Systems Development Portfolio \[Website \]](#) | UX/UI Head

2025 - ongoing

[Block Diary \[App \]](#) | Lead UX/UI Designer

2025

- 1st placer for the UX/UI competition at AdDU's IT WEEK 2025.

2024 - ongoing

[SAMAHAN Palaro 2024 \[Website \]](#) | UX/UI Designer

2025

[SAMAHAN All For More Website \[Website \]](#) | UX/UI Designer

2024

[Divine Jewels \[Point of Sales System and Inventory Management\]](#) | UX/UI Designer

2023 - 2024