Alyana Cabayao
Web / Graphic Designer

Contact

Phone
09491500432

Email
cabayaoalyana26@gmail.com

Portfolio
alyanacabayao.github.io

Education

2018 - 2022
Bachelor of Science in Information Technology
Holy Angel University

2012 - 2018
Junior & Senior High School
Jocson College Inc.

Expertise

- Graphic Design
- Web Design
- Photoshop
- Illustrator
- Figma / Adobe XD
- HTML/CSS
- Wordpress

I'm a passionate Graphic Designer with a natural knack for art and a keen eye for aesthetic detail. I am driven by a deep love for creativity, I thrive in transforming ideas into visually captivating designs that leave a lasting impact. I am committed to delivering excellence in every aspect of my work, I am always eager to explore new challenges and opportunities for growth in the dynamic world of graphic design.

Experience

Graphic Designer / Web Designer
The BOSS System / Innovative Homecare Solutions
August 2023 - Present

- Developed captivating social media content and graphics tailored to various platforms, ensuring alignment with the homecare agency's brand identity and marketing strategies.
- Designed and produced an array of marketing materials including brochures, hiring advertisements, flyers, and other promotional collateral.
- Ensured all marketing materials met specific technical specifications, such as dimensions and file formats, preparing them for print production.
- Created visually appealing poster announcements for internal communication within the team, covering various events, meetings, and training sessions.
- Designed website tailored to client specifications, ensuring alignment with business goals.
- Designed mobile-friendly websites to ensure seamless functionality across various devices and platforms.
- Incorporated client-specific branding elements, including logos, color palettes, and typography, to create cohesive digital experiences.

Experience

Graphic Designer
Blueberry Digital Labs

April - August 2023

- Produced mock up for various products for the company's brands and websites using Photoshop and Illustration.
- Collaborated with the Quality Control Team, and shared artistic contributions to continuously refine designs that are both aesthetically pleasing and usable.

Technical Designer
Hooli Software

July - October 2021

- Developed intuitive web UI/UX designs, including video pages, 404 error pages, and EPK downloadable sections, utilizing wireframes and interactive design prototypes.
- Designed impactful promotional materials, such as social media banners, Instagram post templates, and various digital graphics, to enhance brand visibility.
- Collaborated with WordPress developers to design and implement client-focused websites, ensuring alignment with specific requirements and brand guidelines.