




Alyana Cabayao


Graphic Designer

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 on 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.

Contact

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 **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
- Wireframes/Prototyping
- Photoshop
- Illustrator
- Figma
- Adobe XD
- HTML/CSS
- Wordpress

Experience

Graphic Designer Innovative Homecare Solutions April 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, maintaining consistency in messaging and visual representation of the agency's services and values.
- Created visually appealing poster announcements for internal communication within the team, covering various events, meetings, and training sessions.
- Enhanced the aesthetic appeal and user experience of the agency's website landing page.
- Utilize WordPress for website blog updates and maintenance, ensuring timely publication of new content, as well as monitoring and addressing any technical issues or improvements necessary for optimal performance.
- Maintain organized files and documentation of design assets and website maintenance records, facilitating efficient workflow and seamless collaboration with team members, and ensuring compliance with brand guidelines and industry standards.