

HANNAH PAÑARES - ABASA

UI/UX DESIGNER | FRONTEND

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ABOUT ME

Starting as a Graphic Designer, I specialized in creating visual concepts using Adobe Photoshop, Illustrator, and InDesign, focusing on branding materials such as logos and brochures.

Realizing the importance of web design, I transitioned by designing website mockups with Figma and Sketch, evolving these into functional websites with HTML, CSS, and JavaScript. I expanded my skills with platforms like WordPress, Wix, Webflow, and Shopify for dynamic site creation.

Learning ReactJS and AngularJS further empowered me to develop interactive web applications. Today, I combine graphic design, web design, and Front-end development to deliver effective web solutions and stay current with industry trends.

EDUCATION



2016 - On-going

Masters in Public Administration

Cebu Normal University

2000 - 2004

Bachelor in Fine Arts

University of the Philippines Cebu College

SKILLS

Figma

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

SketchApp

Canva

WORK EXPERIENCE



Nov 2021

UI/UX Designer | Frontend Developer

May 2024

Chromedia Far East Inc. | Remote

- Assigned to a project for an Event Management Application as an Interaction/Web Designer and Front-end Developer, where I collaborated with the client, project manager, and developers to understand project requirements and translate them into intuitive and visually appealing design concepts.
- Designed wireframes, prototypes, and mockups to effectively communicate interaction and design ideas.
- Developed responsive web designs using ReactJS, enhancing usability and accessibility across various devices and platforms.
- Created design components using Storybook to ensure consistency and reusability.
- Ensured consistency in design language and adherence to brand guidelines throughout the application

Sep 2020

Part-Time Instructor

Jun 2021

Cebu Technological University | Pinamungajan

Part-time Instructor for the College of Industrial Technology and the College of Education, teaching subjects during the First and Second Semesters of the 2020-2021 school year

FRAMEWORK, PROGRAMMING LANGUAGES AND TOOLS

React JS
Angular JS
Tailwind CSS
Bootstrap Framework
WordPress
Wix
Webflow
Shopify
GIT
HTML and CSS

WORKFLOW

Agile Development and Scrum
Cross Browser Testing
Design Debugging
Mobile-First, Responsive Design
Wireframe, Mockup, and Markup

July 2020

Dec 2020

Graphic and Web Designer

Medical Departures / Work Online / Project Based

- Created a comprehensive COVID-19 handbook for Medical Departures, my role involved a multifaceted approach to ensure the handbook was not only informative but also user-friendly and visually appealing.
- Assigned to a project for a medical listing web application system, responsible for creating intuitive, user-friendly designs that enhance the user experience for both medical professionals and patients. Develop and maintain a consistent visual identity for the application, including logo design, color schemes, typography, and other branding elements. Work closely with developers, the project manager, and the content team to understand requirements and ensure seamless integration of design and functionality.

Oct 2020

Nov 2020

Freelance Brochure Designer

MONREC - JAPAN International Cooperation Agency / Work Online / Project Based

Design and layout project brochure in both English and Myanmar versions

July 2016

Jun 2019

Mayor's Staff / PIO Designate

Local Government Unit / Municipality of San Fernando

- Created branding, website, and brochures for the LGU.
- Managed the LGU social media account.
- Provide technical assistance and support to the Mayor.
- Develop plans and strategies
- Provide relevant, adequate, and timely information to local government agencies as required by law.
- Maintain effective liaison with various sectors of the community and take the frontline in providing information during and after manmade and natural calamities and disasters

May 2015

Jun 2016

Design/Data Analyst

Gibeon Consultancy Services / Cebu City

- Determine what clients need and want and then create mockup designs, and appropriate databases, applications, or programs to meet their requirements.
- Translate business and data requirements into visual presentations for a wide range of scenarios

Oct 2015

Freelance Brochure Designer

Nov 2015

*EAST TIMOR - JAPAN International Cooperation Agency /
Work Online / Project Based*

- Created a bilingual brochure design in English and Myanmar, respecting cultural nuances and ensuring language accuracy.
- Collaborated with the project manager to gather content and feedback. Proofread and reviewed content for accuracy and visual appeal, ensuring the brochure design was completed within the set timeline.

Dec 2014

Freelance Web Designer

Sep 2015

Bohol - JICA Sustainable Environment Protection Project

As a website designer for www.boholtourismph.com, I collaborated closely with the JICA project manager and coordinated with the provincial tourism staff to develop and manage the website content. My responsibilities included:

- Worked with the provincial tourism staff for web content.
- Designed visually appealing and user-friendly web pages that align with the branding guidelines and aesthetics of Bohol tourism.
- Regularly updated the website with new information, seasonal events, and promotional materials. Utilized WordPress content management systems to efficiently handle updates and ensure the website remained current.
- Held regular meetings with the JICA project manager and provincial tourism staff to discuss content strategies, gather feedback, and make necessary adjustments.
- Conducted thorough reviews and proofread all content to ensure accuracy, clarity, and visual appeal.

Oct 2012

UI/UX Designer

Apr 2015

Chromedia Far East Inc.

- Research and analyze aspects of UI design.
- Help shape the team's process for generating and refining ideas.
- Organize information through visualizations, content sequencing, and creating storyboards.
- Apply principles of human-computer interaction, comprehension, learning, and aesthetics.
- Develop prototypes to visualize concepts and structure information retrieval.
- Translate web design mockups into HTML and CSS.
- Collaborate closely with developers to implement designs.
- Test prototypes for usability and define specifications.
- Stay updated on industry trends, technologies, and standards.
- Communicate progress and any delays efficiently to the project manager.

Jun 2007

Graphics/Web Designer

May 2010

Screentext Software Designs | Cebu City

- Create and design intuitive, user-centric web interfaces that enhance user experience and engagement.
- Code designs using HTML, CSS, and JavaScript to bring static designs to life and interactive elements.
- Develop and implement graphic design elements, including icons, logos, and other visual assets, ensuring consistency across all web platforms.
- Work closely with developers, product managers, and other stakeholders to understand project requirements and deliver high-quality designs.

Feb 2006

Graphics Designer / Service

Jun 2006

Eighty-Eight Floor Gifts, Inc. | Lapu-Lapu City

- Collaborate with the design supervisor on the design of each trophy layout.
- Illustrate concepts by creating draft layouts based on the requirements provided by the supervisor.
- Communicate with the local design team as a graphic service/designer, handles customer service-related calls regarding trophy layouts