

# HANNAH P. Abasa

Graphics / Web Designer



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## Statement

I have been drawn to a wide range of art practices in traditional and digital media including: drawing, painting, graphic design for both print and digital, web design, mobile design and now fascinated with the used of data and create a mockup design on how to organize it depending on the client's needs and wants.

I am not entirely satisfied with any one explicitly but I enjoy the exploration of each separately and the interdisciplinary approach of cross-referencing, fusing, and the reinterpreting of established genres. Having multifaceted creative interests allows for an evolution of skills and can help an individual navigate in an ever-changing world.

## Education

### Masters in Public Administration

**Cebu Normal University**  
Cebu, Philippines  
On-Going

### Bachelor of Fine Arts

**University of the Philippines - Cebu College**  
Cebu, Philippines  
Graduated: November 2004

### Secondary

**Cebu City National Science High School**  
Cebu, Philippines  
Graduated: March 2000



## Skills

### Design Tools

Adobe Photoshop  
Adobe InDesign  
Figma

Adobe Illustrator  
SketchApp  
Canva

### Programming Languages and Tools

HTML and CSS  
GIT

SASS and LESS  
Wordpress

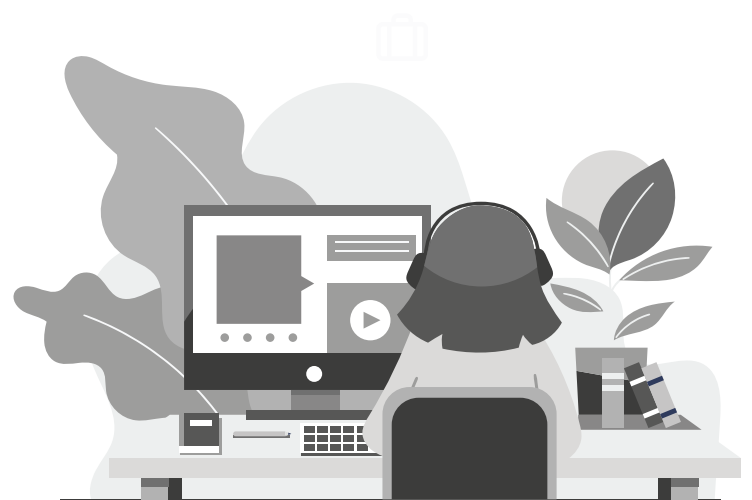
Bootstrap Framework   TailWind CSS

### WorkFlow

Wireframe, Mockup and Markup

Mobile-First, Responsive Design

Cross Browser Testing and Debugging  
Agile Development and Scrum





## Experience



### Freelance Graphic/Web Designer



February 1, 2020 – present  
Paralegal . Training Officer / Midwest Area Field Coordinator  
**Legal Alternatives For Women Center, INC**  
Unit 3 Elda's Apartelle 249 General Echavez St., Brgy. Lorega-San Miguel,  
Cebu City, Philippines 6000

- Updates and edit LAW Center, Inc website ie: uploading and designing;
- Coordinates with LGUs/BLGUs in the Midwest on women's rights literacy activities in target priority areas;
- Edits the lay-out of the content and graphic design of the periodic publication of Linkages and to be uploaded semi-annually in the webpage;
- Support the Project Coordinator in organizing capacity building activities, formation and monitoring of the VAW (Violence Against Women) Networks in the Midwest.



September 3, 2020 – June 21, 2021  
Part-Time Instructor  
**Cebu Technological University Pinamungajan Extension Campus**  
Barangay Pandacan, Pinamungajan, Cebu, Philippines 6018

- Part-time Instructor for College of Industrial Technology and College of Education Subjects for First and Second Semester School Year 2020-2021



July 1, 2020 – December 30, 2020  
Freelance Web/Graphic Designer  
**Medical Departures**  
Work Online / Project Based

- Designing, engaging and responsive of their company marketing materials  
Optimising their website for maximum speed and scalability



October 1, 2020 - November 30, 2020  
Freelance Brochure Designer  
**MONREC - JAPAN International Cooperation Agency**  
Work Online / Project Based

- Design and layout FDSNR project brochure (English and Myanmar version)





July 1, 2016 – June 28, 2019  
Mayor's Staff / PIO Designate  
**Local Government Unit - Municipality of San Fernando**  
Barangay South Poblacion, San Fernando,  
Cebu, Philippines 6018



- Provide technical assistance and support to the Mayor;
- Develop plans and strategies and upon approval of the Mayor, implement the same;
- Provide relevant, adequate and timely information to the local government agencies or offices as may be required by law;
- Maintain effective liaison with various sectors of the community and be in the frontline in providing information during and in the aftermath of manmade and natural calamities and disasters



May 1, 2015 – June 13, 2016  
Design / Data Analyst  
**Gibeon Consultancy Services**  
99 V Rama Avenue Cebu City Cebu, Philippines 6000

- Determine what clients need and want and then create mockup design appropriate databases, applications, or programs to meet their requirements.

Oversee the development, programming, and testing of your work.

Translate business and data requirements into visual presentations for a wide range of scenarios.



February 10, 2016 – February 13, 2016  
Adobe InDesign Trainer  
**Asian Institute of Computer Studies (Cebu Branch)**  
Dacay Building, 3rd Floor, N Escario St, Cebu City, 6000 Cebu

- Instructor for Three Day Adobe InDesign Training



October 01, 2015 – November 30, 2015  
Freelance Brochure Designer  
**EAST TIMOR - JAPAN International Cooperation Agency**  
Work Online / Project Based

- Design and layout JICA – EAST TIMOR "Community-Based Natural Resource Management (CB-NRM) in Timor-Leste" PROJECT brochure (both English and local language version)



December 1, 2014 – September 4, 2015  
Freelance Web Designer  
**Bohol - JICA Sustainable Environment Protection Project**  
Panglao, Bohol

- Website designer for [www.boholtourismph.com](http://www.boholtourismph.com)
- Coordinate with the provincial tourism staff for their website content





October 1, 2012 – April 24, 2015  
UI/UX Designer  
**Chromedia Far East Inc.**  
Unit 602 6IF Keppel Building, Cebu Business Park,  
Cebu City Philippines 6000



- Research and analyze aspects of UI design
- Help shape the process the team goes through for generating and refining ideas
- Organize information by creating visualizations of content, sequencing and relating elements, preparing storyboards, applying principles of human-computer interaction, comprehension, learning and aesthetics
- Develop prototypes by creating look and feel of the concept and structuring information filtering and retrieval.

Translate web design graphic mockups into HTML and CSS

Work closely with developers to implement the designs

Test prototypes, observing usability and defining specifications

Monitor industry trends, technologies, and standards and be able to research, recommend, and apply new technologies

Communicate to the project Manager with efficiency and accuracy any progress and/or delays.



June 1, 2007 – May 31, 2010  
Graphics/Web Designer  
**Screentext Software Designs**  
Suite 301 & 302 Centro Maximo Building Dionisio Jakosalem Street,  
Cebu City Philippines 6000

- Develop multiple layout/graphics designs for branding/ promotional materials, print and online advertisements, which may include logos email campaigns, letterhead documents, brochures, invitations, newspaper/magazine, ads, billboards, posters, banners, and online banners

Develop creative materials using the client's suite of photos, logos, and brand visuals for use in the website, blog, email newsletters, social media, marketing collateral, events, and press materials.



February 1, 2006 – June 30, 2006  
Graphics Designer  
**Eighty-Eight Floor Gifts, Inc.**  
Block 4 Lot 3-A Kadaugan AV MEZ 11 Basak Lapu-lapu City 6015 Philippines

- Collaborates with the design supervisor for the design of each trophy layout.
- Illustrates the concept by designing draft layouts based on the requirements provided by the supervisor
- Aside communicating with the local design team, accept customer service related calls in regards with the trophy layout.

