



JOHNCARLO ABABA



VIRTUAL ASSISTANT GRAPHIC DESIGNER

EDUCATION

2025

Certified Virtual Assistant VA Training PH

- Completed full VA certification training: task systems, digital tools, and remote work principles.

2020 – 2024

Bachelor of Science in Information Technology

Cebu Institute of Technology – University

- Focus on programming, design, and IT system support
- Complemented by self-taught graphic and UI/UX design.

LANGUAGES

- English
- Tagalog

CONTACT

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PROFILE

Multi-skilled digital creative and tech-savvy virtual assistant with experience in everything from system troubleshooting to content repurposing and general admin support.

Certified VA with a proven track record in digital content management, creative design, and AI-assisted workflows.

TECHNICAL SKILLS & TOOLS

• Admin & Productivity:

Google Workspace, Microsoft Suite, Trello, ClickUp, Calendly

• Creative Tools:

Canva, Figma, Photoshop, Lightroom

• Dev & Systems:

GitHub, Git, Jenkins, Buildkite, Linux, AWS

• Content & Social Media:

TikTok, Instagram, YouTube, Pinterest, Twitter

Data Entry, Video Downloading, Content Repurposing

EXPERIENCE

Virtual Assistant

Splitflask & Lollipop Facial Brushes (Present)

- Streamlined content repurposing workflow to scale brand presence across **5+ platforms**.
- Downloaded and categorized bulk content **efficiently**.
- Re-uploaded content with **optimized** titles, descriptions, formats, and scheduling.

Freelance Design Projects

Portfolio Development (2023–Present)

- Created **email design** concepts and **web UI/UX** layouts as part of a personal portfolio.

I.T. Technician

Wetland Transport Solutions (2021 – 2024)

- Provided technical support through **system troubleshooting, hardware/software maintenance**, and **PC building** and optimization for office operations.

Entry Designer

MyInk Print Shop (2016–2017)

- Designed** print materials, logos, and layouts for local clients.

PRODUCT RESEARCH DATA ORGANIZATION

Worked with these **Brands**

Splitflask® Lollipop

Conducted structured product and competitor research for both **Splitflask** (flasks) and **Lollipop** Brushes (beauty tools). Collected and compared data on **features**, **pricing**, **materials**, and **branding strategies**. Organized findings in **Google Sheets** and **Excel** to assist with market positioning and decision-making.

Tools Used



Microsoft Excel



Google Sheets



Microsoft Word



Google Doc

The screenshot shows a Google Sheets document titled "Travel Mug Submissions". It contains a table with columns for Product Name, Material, Capacity, Insulation Type, Lid Features, Portability Features, Pricing, and Additional Features. The data includes various travel mug models from brands like Starbucks, Yeti, Hydro Flask, and others, detailing their insulation type (e.g., Vacuum Insulated, Double-Walled), lid features (e.g., Flip-Top, Leak-Proof), and portability features (e.g., Collapsible, Large Capacity).

Gathered over 200 product listings from Splitflask's direct competitors for internal reference.

The screenshot shows a web application titled "Travel Mug Finder™" with a form asking users about their ideal travel mug requirements. Fields include "Hot Drink Retention" (3-4 hours), "Cold Drink Retention" (5-6 hours), "What material do you prefer?" (Stainless Steel), "How much volume would you prefer?" (16oz), and "What type of insulation technology do you prefer?" (Vacuum Insulation). Below the form, a section titled "Tell us about your ideal travel mug" lists "What did features do you prefer?", "What portability features would you like?", and "What types of drinks will you use it for?". A sidebar on the right lists recommended products based on the user's inputs.

Live comparison tool dynamically connected to Google Sheets for real-time product comparison.

The screenshot shows two Microsoft Office applications. On the left, "Lollipop_Brushes_Competitor_Data.xlsx" is open in Excel, displaying a table of competitor data for makeup brushes across various brands like Sigma, Morphe, and MAC. A pie chart titled "Brush Material Distribution" shows the breakdown of brush materials (Synthetic, Natural, Recycled Synthetic). On the right, "Lollipop_Brushes_Analysis_Report.docx" is open in Word, showing a structured report with sections like "Overview" and "Product Summary". The report includes tables comparing brands like Lollipop, Morphe, and Sigma based on factors such as Price (USD), Brush Material, and Set or Single.

Compiled beauty brush competitor data and structured reports using Excel and Word formatting.

SOCIAL MEDIA MANAGEMENT & MARKETING

Worked with these **Brands**

Splitflask® LOLLIPOP

Repurposed and scheduled up to **24 videos per day** across **Instagram, TikTok, Pinterest, Twitter, and YouTube**. Used **GitHub-based tools** for **automated bulk downloads**. Helped grow Splitflask's TikTok reach to over **3.3M views**, achieving a **22% increase in engagement** through SEO-optimized captions, strategic posting times, and video trimming.

Tools Used



Instagram



TikTok



Pinterest



Twitter



YouTube



GitHub

Performance analytics showing content reach and engagement across Splitflask's TikTok account.

Four-window setup displaying repurposed content uploaded across Twitter, TikTok, Pinterest, and YouTube.

Open-source script used to automate daily content downloads from social media platforms.

Structured JSON file controlling parameters for auto-downloading media content by batch.

EMAIL & VISUAL MARKETING DESIGN

Worked with these Brands



Hilgo
LOLLIPOP
Splitflask®
Shea Terra Organics

Worked as an **Entry Designer** for **1 year** at **MyInk Printshop**, focusing on custom print layouts, client-requested designs, and high-quality output preparation. Trained in **Adobe Photoshop** and **Lightroom** for print production workflows.

Designed campaign and flow emails for **Splitflask**, **Lollipop Brushes**, and **Shea Terra Organics**, focusing on visual consistency and customer engagement. Also created concept designs for **BMW** and **Pinkbike** to showcase my **design capability** and **creative direction**.

Tools Used



Adobe Photoshop



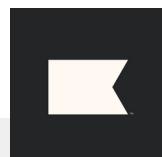
Adobe Lightroom



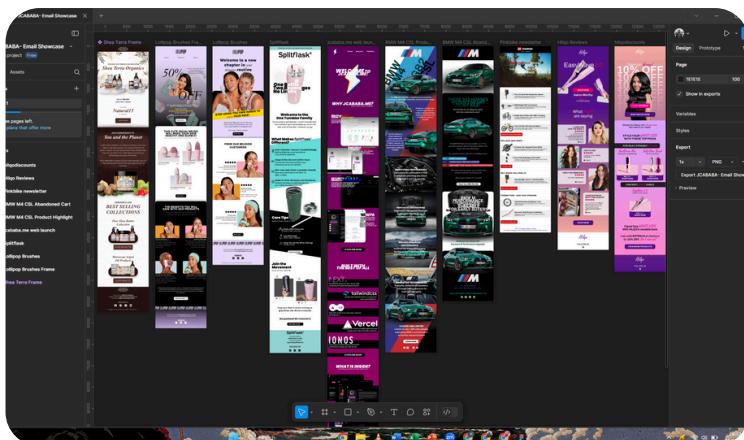
Canva



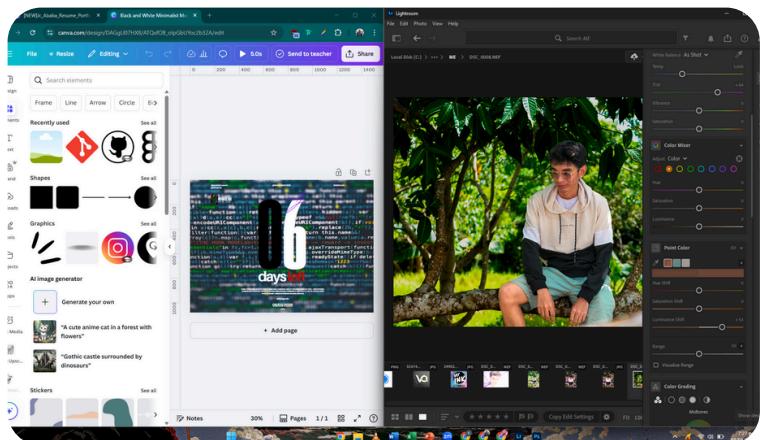
Figma



Klaviyo



Portfolio of email layouts built in Figma for Splitflask, Shea Terra, and concept brands like BMW and Pinkbike.



Side-by-side view of graphic editing using Canva for layout and Lightroom for product photo adjustments.

ADMINISTRATIVE & GENERAL TASK

Trained with:



VA Training PH

Completed a **5-day, 20-hour certification** program under **VA Training PH**, focused on real-world **Virtual Assistant workflows**. Covered **administrative support**, client **scheduling** (Calendly), task **management**, and **productivity** tools including ClickUp, Trello, Google Workspace, and Microsoft Office.

Tools Used in Training



ClickUp



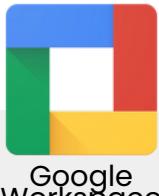
Trello



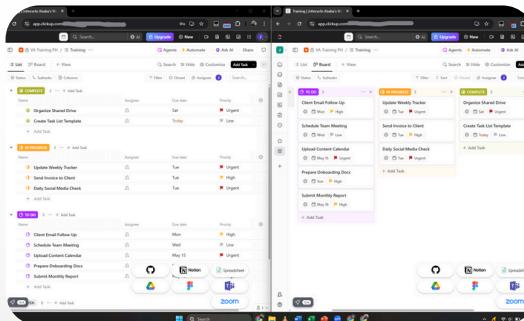
Calendly



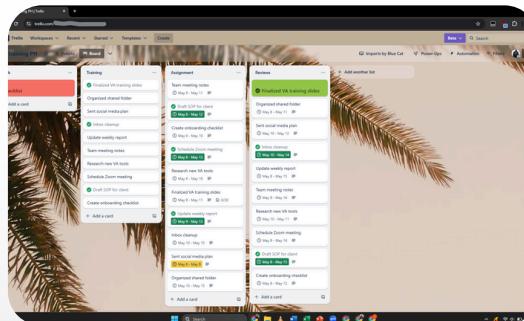
Microsoft Suite



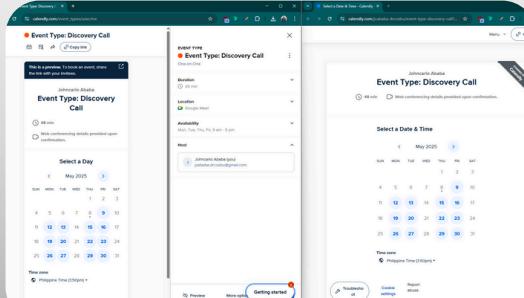
Google Workspace



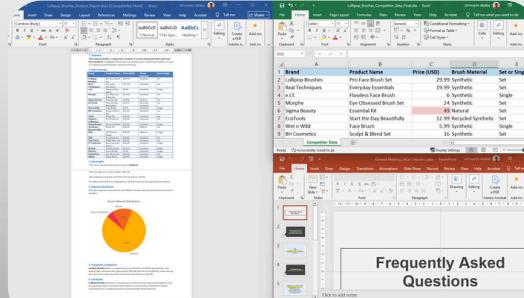
Task dashboard in ClickUp showing VA training modules and ongoing assignments.



Board view of Trello used to manage and complete structured VA training activities.



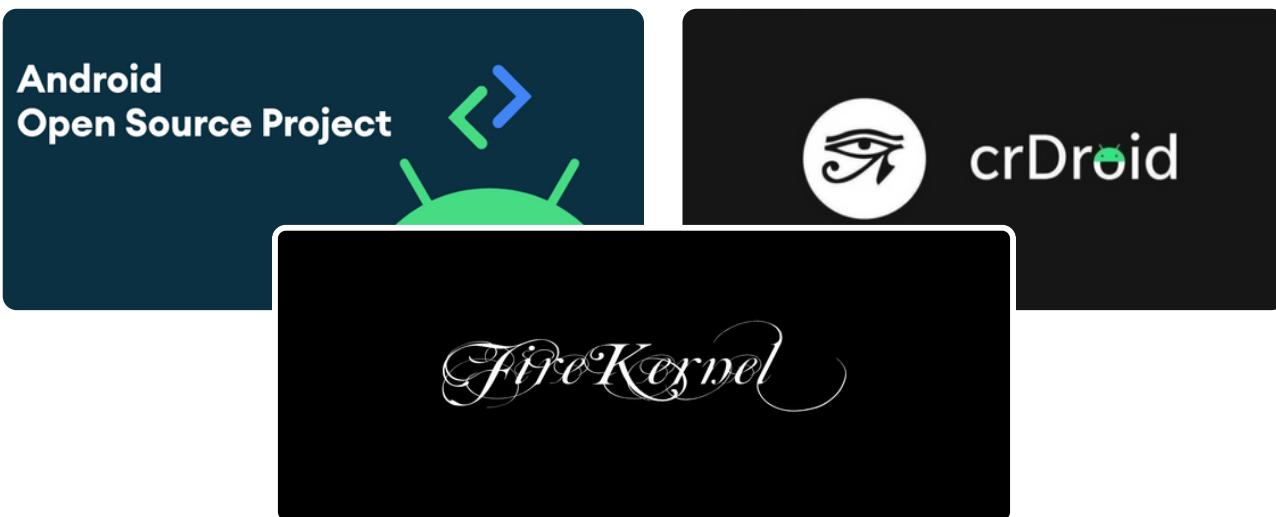
Live preview of a Calendly appointment setup for scheduling client calls.



Three-window setup using PowerPoint, Word, and Excel to complete training-related admin tasks.

OPEN SOURCE PROJECTS

Projects I Contributed



Contributed as **Junior Developer** and **Lead Tester** for **SM6150** and **SM7150** projects, supporting **custom ROM and kernel** builds for Samsung **Galaxy A70** and **A80**. Managed **GitHub** repositories and shared source code and builds through **XDA Forums**.

Tools Used:



Github



Git



Buildkite



Jenkins



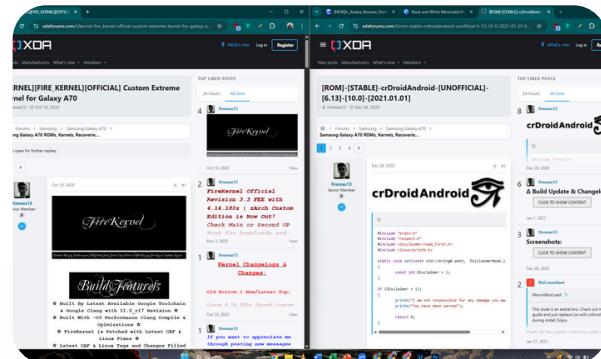
Linux



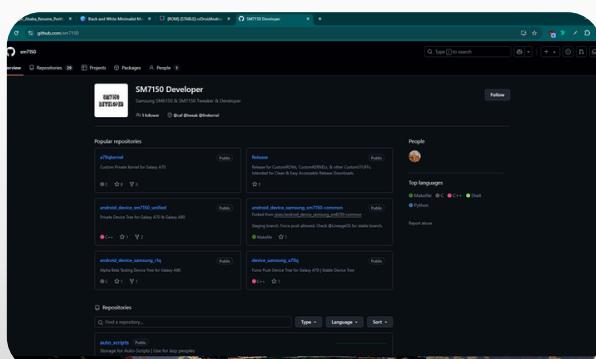
AWS



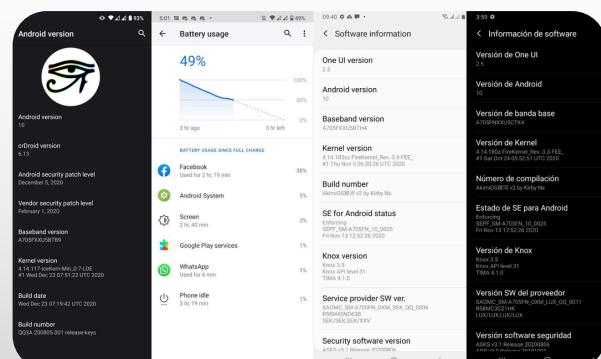
Visual preview of the custom Android ROM I built and tested, highlighting UI quality and design.



Published ROM and kernel release thread on XDA with user feedback and installation instructions.



Team-managed GitHub repositories containing the source code for SM6150/SM7150 development.



Summary of build version with screenshots showing system stability and battery efficiency metrics.

WEBSITE DEVELOPMENT PERSONAL BRANDING



Sn0wRa1nX

www.jcababa.me

Designed and developed my own personal portfolio website **jcababa.me** using **Next.js** and **Tailwind CSS**.

The site showcases my resume, projects, and portfolio in a **responsive, modern, and moody-themed design**. Prioritized **speed, SEO, and accessibility**. Achieved **100** SEO score and high performance scores using Google PageSpeed Insights. Deployed through **Vercel** with SSL certificate and firewall protection to ensure secure and reliable access. Tailored for both **desktop** and **mobile** viewing to ensure optimal user experience.

Tools Used:



Github



Git



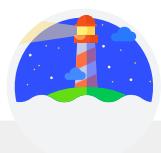
Vercel AI



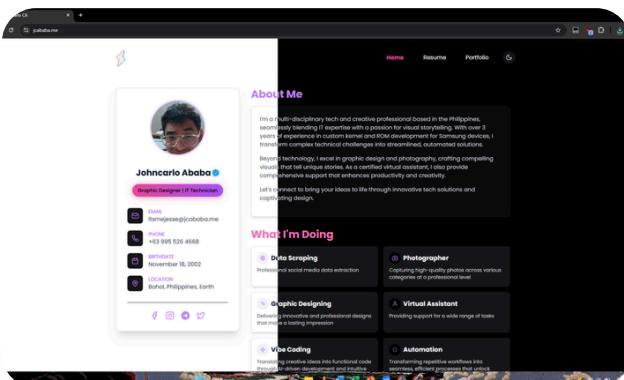
Next.js



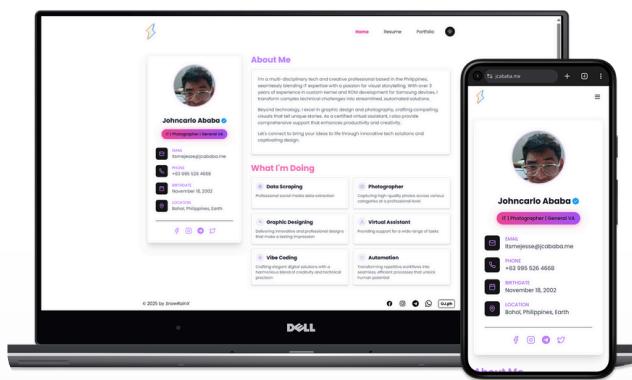
Tailwind CSS



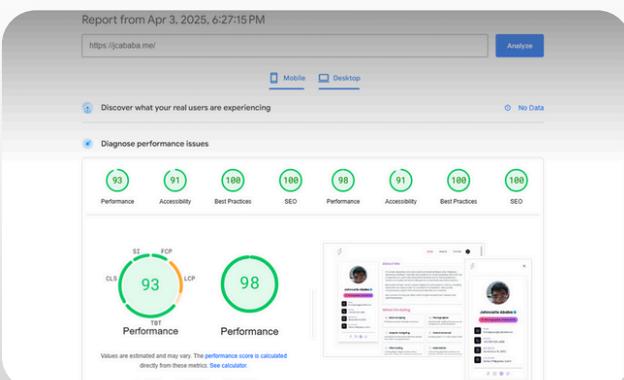
Google Lighthouse



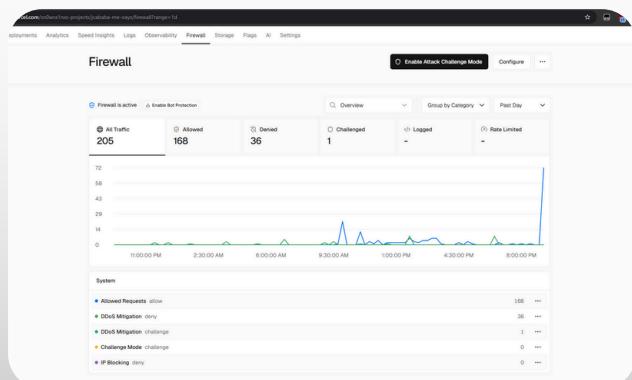
Homepage layout with moody theme using Next.js and Tailwind CSS.



Fully responsive layout adapted for mobile.



Achieved 100 SEO and >90 performance score using Google Lighthouse.



Integrity and scalability.