JO ANN FRANCISCO

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San Carlos City, Philippines 6127

WEB DESIGNER | JUNIOR WEBFLOW DEVELOPER

I'm a former banker who found a new passion in web design and development. After 15 years in banking, where I honed my problem-solving skills and attention to detail, I've transitioned into building modern, user-friendly websites. I specialize in Webflow, UI/UX, CMS, animations, SEO, and eCommerce—creating sites that not only look great but also work seamlessly. I'm always learning, growing, and bringing fresh ideas to every project, ensuring each website is both beautiful and effective.

STRENGTHS

Detail-Oriented	Quick Learner	Creative & Resourceful
Problem-Solver	Client-Focused	Strong Work Ethic

EXPERTISE

- Crafting custom, responsive, and SEO-friendly websites with Webflow.
- Designing seamless, intuitive, and engaging UI/UX experiences with Figma.
- Setting up dynamic CMS for blogs, portfolios, and business sites.
- Adding smooth animations and interactions like parallax effects.
- Optimizing websites for fast performance and higher search rankings.
- Integrating Lottie animations, APIs, and third-party tools for enhanced functionality.
- Creating photo-manipulated graphics with Photoshop.
- Editing videos with Filmora and Premiere Pro for high-quality visuals.
- Transforming Figma designs, screenshots, or existing websites into fully functional Webflow sites.

EDUCATION & CERTIFICATE OF COMPLETION

Visayas State University
Bachelor of Science in Computer Science
2004 - 2008

Webflow Essentials Course | Daniel Walter Scott | Udemy | 2024

Complete Web Design: From Figma to Webflow | Vako Shvili | Udemy | 2024

Building Branded E-Commerce Websites on Webflow | Scott Adam Lancaster | Udemy | 2024

Fast and Effective Landing Page Course | Vako Shvili | Udemy | 2024

Figma UI UX Design - Essentials & Advanced | Daniel Walter Scott | Udemy | 2024

Adobe Photoshop CC - Essentials & Advanced | Daniel Walter Scott | Udemy | 2024

Graphic Design Masterclass | Lindsay Marsh | Udemy | 2024

Filmora: Beginner to Expert Complete Training | Sayan Roy | Udemy | 2024

PROFESSIONAL EXPERIENCE

Cleaning Service Website   **January 2025**
Freelance Web Designer and Webflow Developer

I designed and developed a responsive three-page cleaning service website as my first project showcase, drawing inspiration from 10+ websites for ideas. I started with a wireframe, designed in Figma, and created a style guide with a color palette and typography. Built in Webflow, the site features smooth animations, a dynamic CMS for services and blogs, and a fully responsive, user-friendly design to attract and engage customers effortlessly.

Portfolio Website   **January 2025**
Freelance Web Designer and Webflow Developer

After curating my project showcase, I built my portfolio website – www.joannfrancisco.com – to display the projects I've worked on. This three-page site (Home, About, and See Work) allowed me to explore more Webflow interactions and SEO. As I take on more projects, this website will continue to grow and evolve.

BDO Unibank Inc.   **December 2016 - December 2023**
Junior Assistant Manager

Responsible for overseeing the daily operations of tellering, cashiering and ATM operations of theBranch. Ensures prompt and efficient service delivery in compliance with the Bank's service standardsand internal control.

Responsibilities
- Perform start and end of day activities.
- Supervises the Cash Services and ATM operations of the branch.
- Acts as the chief custodian of the peso cash, foreign currencies, accountable forms and late checks of the branch.
- Responsible for verifying details and issuance of accountable forms are properly accounted. Assistant for signature/approval.
- Reviews/prepares, approves and submits branch reports. Ascertains completeness, accuracy and prompt and proper dispatch of documents/reports to concerned units. Ensures that discrepancies are reported or resolved on time.

                                                          August 2008 - November 2016
BDO Unibank Inc.
Customer Service Associate

Responsible for providing accurate, efficient and timely processing of over-the-counter transactions pertaining to deposits, withdrawals, payments, foreign currencies and other miscellaneous transactions.

References are available on request.