CATHERINE ARNADO

Front-End Developer | UI/UX Designer | Graphic Designer | Social Media Manager
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Professional Summary

Hi, I am Catherine Arnado. A versatile digital creative with 3+ years of experience in **graphic design**, **social media strategy**, and **front-end development**. Proficient in Adobe Photoshop, Figma, Canva, Capcut, React Native, HTML, CSS, and JavaScript. Demonstrated success managing design teams, producing over 500+ visual assets for social campaigns, and developing responsive UIs with mobile-first principles. Passionate about delivering seamless, on-brand user experiences that drive engagement and align with digital marketing goals.

Skills

- Layout Design
- Publication Materials
- UI/UX Wireframes
- T-shirt Design (Digital & Print)
- Video Editing (Reels, Short-form, Long-form)
- Social Media Management
- Front-End Development
- Team Management
- Brand Identity
- Graphic Design (Posters, Pubmats, Flyers)
- Mockup Design
- Responsive Web Design

Experience

Gee Graphics — Social Media Manager Lead
Davao City, Philippines | June 2025 – Present

- Manage and maintain the page by consistently updating profile details, intro, tagline, and featured photos to reflect brand identity.
- Create and post watermarked content, including reels and photo collections, while adding strategic hashtags and captions to boost visibility.
- Handle automated responses such as instant replies, FAQs, location, and contact information to ensure client engagement.
- Curate and pin service pubmats (e.g., events, portraits, creative shoots), manage featured collections like shirt types and customer reviews, and actively engage with the audience through comments, reels, and cross-platform expansion to Instagram and TikTok.

Technologies Used: Adobe Photoshop, Canva, Corel Draw

CETSO — Creatives Manager
Davao City, Philippines | June 2025 – Present

- Worked as the Creatives Lead for publications such as pubmats, background animation, and more.
- Handled client communications and led meetings, providing clear direction and consistent updates on design progress.
- Managed and mentored internal team of digital designers and extended freelance team.

Technologies Used: Adobe Photoshop, Canva, Capcut

ITS — Creatives Head
Davao City, Philippines | May 2025 – Present

- Manage social media pages, create designs for both digital and print, edit long-form and short-form videos, and build front-end interfaces.
- Deliver consistent, clean, and on-brand content that supports project goals and user engagement.
- Create T-shirt and polo shirt designs for students and officers.

Technologies Used: Adobe Photoshop, Canva, Capcut

CETSO — Graphic Designer, Creatives Committee
Davao City, Philippines | July 2024 – July 2025

- Conceptualized creative designs for print materials, banners, and signage.

- Created and scheduled 100+ branded posts monthly, increasing page engagement by 45% in three months.

- Applied design fundamentals in typography, composition, layout, and color selection.

- Managed multiple projects simultaneously, ensuring on-time delivery with high standards.

- Designed the official intramurals shirt for the College of Engineering and Technology.

Technologies Used: Canva

RENTO — Front-End Developer & Mobile App Developer
Remote | 2024 – 2025

- Created the full prototype, design, and mobile interface of the app using React Native and Expo.

- Built responsive UI components based on user-centric layouts and brand identity.

- Collaborated with back-end developers for real-time testing and integration.

Technologies used: React Native, HTML, CSS, JavaScript, Expo, Node.js

ITS — Design Committee
Davao City, Philippines | June 2024 – June 2025

- Created publication materials for the organization including posters, T-shirt designs, announcement graphics, and other promotional content.

Technologies Used: Canva

RAFAEL'S PIZZA — *Web UI/UX Designer*
Davao City, Philippines | 2023 – 2024

- Designed intuitive web interfaces for an online pizza ordering platform.

- Developed wireframes, high-fidelity mockups, and user flows focused on usability and visual appeal.

- Collaborated with developers to implement responsive layouts optimized for mobile and desktop.

Technologies used: Figma, HTML, CSS, JavaScript

Education

Holy Cross of Davao College	**Colegio De San Ignacio**	**Teofilo V. Fernandez National High School**
Bachelor of Science in Information Technology	Senior High School Diploma – STEM Track (High Honors)	High School Diploma

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Licenses & Certifications

- **NIKOLODEONS T-Shirt Design Competition, PSITS Region XI**
  7th Place Overall in T-Shirt Design – Region XI Level

- **ITS Creatives Certificate**
  Issued by ITS on 04/01/2025
  Validates active membership as Graphic Designer in the Creatives Team.

Languages

- English – Fluent
- Filipino – Native

Affiliations

- College of Engineering and Technology Student Organization (CETSO)

- Information Technology Society (ITS)