

Anna Dominique Z. Sasil

UX/UI Analyst | Graphic Designer

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Metro Manila, Philippines

Professional Summary

Senior Creative Professional with 6+ years of experience in digital design, UX optimization, and project management. Specialized in conversion-focused web design, SEO-driven content strategy, and cross-functional creative problem-solving. Proven track record of improving site performance through data-driven design decisions and streamlined QA processes.

Core Expertise: Web Design • UX/UI Analysis • Graphic Design • Content Strategy • SEO Optimization

Professional Experience

Senior Quality Analyst | Olly Olly, LLC (SAAS-based marketing agency) | **2023 - Present** Digital Marketing & Conversion Optimization

- **Design Leadership:** Redesign underperforming landing pages and PPC campaigns, ensuring adherence to client brand guidelines and conversion best practices
- **Content Strategy:** Revise and optimize copy for 8+ landing pages daily (avg. 11 SEO pages), creating compelling, SEO-friendly content using AI-powered tools (DeepSeek, Claude.AI, ChatGPT, Gemini)
- **Performance Optimization:** Reduced average project turnaround from 90 to 45 minutes through streamlined QA processes and automated testing protocols
- **Visual Design:** Edit and enhance client/stock photography using Photoshop (color correction, background removal, quality enhancement) and export optimized web assets
- **Technical Implementation:** Create custom HTML/CSS animations and graphics, integrate WordPress plugins, and ensure cross-browser compatibility, Developed custom automation tools for grammar and content checking using Python and Selenium Webdriver
- **UX Analysis:** Conduct accessibility audits using ColorZilla and contrast checkers, optimize site architecture for SEO performance
- **Data Reporting:** Consolidate team performance metrics using Google Sheets, Clockify, and Looker Studio for executive reporting

Project Development Officer | Department of Science & Technology | **2019 - 2023** Creative Operations & Project Management

- **Visual Communications:** Developed comprehensive graphic design system for government department lacking dedicated creative team; Established visual design standards for government department serving 50+ staff
- **Brand Development:** Created infographics, video content, and publicity materials for multiple scientific research projects
- **Project Leadership:** Managed technical and financial progress tracking for government initiatives, ensuring on-time delivery and budget compliance

- **Stakeholder Management:** Coordinated with multiple government agencies, research institutions, and funding bodies for funding compliance
- **Documentation:** Produced detailed accomplishment reports and progress documentation for executive review

Research Assistant | Planetary Health Philippines | 2018 - 2019

Content Creation & Research Operations

- **Content Strategy:** Wrote blog posts, research proposals, and grant applications for health-focused startup
- **Project Coordination:** Managed logistics for multi-city research projects including travel, accommodations, and stakeholder meetings
- **Visual Design:** Created website graphics and promotional materials supporting research initiatives
- **Client Relations:** Supported business development meetings with potential partners and funding agencies

Technical Skills

Design & Development

- **Advanced:** Adobe Photoshop, Figma, WordPress, Google Workspace, SEO Tools, Canva, Google Sheets, MS Suite
- **Intermediate:** HTML/CSS, JavaScript, UX/UI Design, Video Production
- **Beginner:** Python (Selenium), Java

Specialized Tools

- **Analytics:** Looker Studio, Google Analytics, SEO audit tools
- **Project Management:** JIRA, Agile/Sprint frameworks, Clockify, Slack, JIRA, Monday.com, Microsoft Teams and Planner
- **AI Tools:** Claude AI, ChatGPT, DeepSeek, NotebookLM, Google Gemini

Core Competencies

- Conversion Rate Optimization
- Accessibility Compliance (WCAG)
- Cross-browser Testing
- Performance Optimization
- Content Strategy & SEO
- Brand Guidelines Implementation

Education

B.S. Public Health, University of the Philippines-Manila, 2018

Languages

Native: English, Tagalog | **Intermediate:** French