

# KRISTA LACIDA

UI and Graphic Designer

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UI Designer with over 6 years of experience in combining creative and technical knowledge to deliver digital user interface design experience for Web and mobile applications. Provides graphic design work emphasizing on the content’s message and personality. Has experience on working with and leading a team of designers involved in a project. Believes the best tools a designer should have are empathy, adaptability and curiosity.

## EXPERTISE

User Interface Design  
Prototyping  
Branding  
Infographics  
Character Design  
Custom Graphic  
Typography  
Graphic Layout  
Illustration

## TOOLS

Adobe Photoshop CS6  
Adobe Illustrator CC  
Google Web Designer  
InVision App  
JIRA  
Slack

## INTERESTS

Drawing  
Brush Lettering  
Faux Calligraphy  
Photography  
Reading  
Blog Writing

## WORK EXPERIENCE

### Freelance Designer

**June 2016 - Ongoing**

Accepts projects not limited to Website Design, Mobile Application Design for iOS and Android, Logo Design, Infographics, Graphic design and other Social Media Marketing Design needs. Uses InVision and MeisterTask in Project Management.

### UI/UX Designer

**Chromedia March 2015 - May 2016**

Specialized in user interface while applying UX methodologies and techniques. Produced wireframe and design prototypes during the design process of a project. Using InVision as a platform for sharing to the team (local and online). Handled Card Sorting together with the Content Specialist and Marketing Team to plan out the Information Architecture of the Project. Applies major design modifications to Wordpress themes. Works in an AGILE environment together with Content Specialist, Developers, Scrum Master and Product Owners.

### Designer

**NextIX Systems, Inc. January 2014 - March 2015**

Collaborated with Android and iOS developers in the UI/UX design for mobile apps (using GroupJump platform). Worked on client's Websites User Interface. Responsible for the Wordpress design and development of NextIX's website. Creation of NextIX Google AdWord Image Ads and Social Media graphic-related materials.

### Web Designer

**Proweaver, January 2011 - February 2013**

Daily tasks included working on three or more customized web designs, branding and print design for different small companies based in the United States, incorporated changes recommended by the clients into the final design and collaborating with Developers regarding the website User Interface.

- Awarded Designer of the Year for 2012

## EDUCATION & ORGANIZATION

**Bachelor of Science in Information Technology**

Cebu Institute of Technology - University 2006 - 2010

**Layout and Design Editor / Illustrator**

The Technologist Student Press 2008 - 2009

## REFERENCES

Upon Request