

# KRISTOFFER C. LACSON

## WEB DEVELOPER & GRAPHIC DESIGNER

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### SUMMARY

Web Developer skilled in creating responsive, user-friendly websites with modern technologies, with additional expertise in graphic design. Committed to delivering high-quality digital experiences through innovation, detail, and excellence.

### EDUCATION

#### Bachelor of Science in Information Technology - Major in Web Development

Holy Angel University | 2019 - 2025 | GWA - 1.3

- Relevant coursework in web design, development, and user experience principles

### PROFESSIONAL EXPERIENCE & PROJECT

**Technical Design Intern** July 2023 - Nov 2023  
*Hooli Software*

- Created visually appealing designs for digital and print media while maintaining brand consistency across all materials.
- Crafted engaging graphics and designed mockups for responsive, user-friendly web pages.

**GMB Member** July 2022 - Nov 2023  
*Blueprint Digital Company*

- Developed template-based websites to meet client specifications, improving performance, security, and user experience through strategic plugin integration
- Managed SEO efforts and optimized Google My Business profiles by uploading geotagged photos and verifying business information for accuracy.

**Sales Advisor** Apr 2024- Dec 2024  
*Concentrix*

- Provided customer support for DirecTV by resolving billing, account, technical, and service concerns while processing payments and adjustments with accuracy.
- Assisted customers in selecting packages and upgrades to ensure value and satisfaction.

**Digital Museum for Museo Ning Angeles**  
*Capstone Project*

- Spearheaded project documentation by preparing, organizing, and managing all paperwork to ensure accuracy and compliance with project requirements.
- Coordinated with team members to gather required information and maintain up-to-date records, supporting smooth project execution.

### SKILLS

**Languages:** HTML, CSS, JavaScript, PHP, SQL  
**Technologies / Frameworks:** React.js, Next.js, Vue.js, Node.js, Express.js, Laravel, Sass/SCSS  
**Other Relevant Skills/Tools:** WordPress Development, Responsive Web Design, UI/UX Principles  
**Graphic Design/Branding:** Adobe XD, Canva, Infographics Creation, Brand Identity Design, Creation of brand-aligned marketing collaterals and digital assets