

# Ma. Kristina D. Beti-an

Butuan City, Philippines | 09651080877 | kristinabetian@gmail.com | Portfolio

## Professional Summary

Creative and detail-oriented Graphic Designer and Web/Application Developer with expertise in UI/UX, front-end development, and brand identity. Skilled in producing modern, user-centered digital experiences while ensuring usability, accessibility, and strong visual appeal. Adept at managing multiple projects, communicating with clients, and delivering high-quality designs on time.

## Core Skills

**Design:** Photoshop, Illustrator, XD, Figma, InDesign, Branding, Layout Design

**Development:** HTML, CSS, JavaScript, React, WordPress, Responsive Design

**UI/UX:** Wireframes, Prototypes, User Flows, Component Libraries

**Professional:** Communication, Project Management, Collaboration, Attention to Detail

## Experience

### Graphic & Web Designer — Ksvep Company (2019–2025)

- Produced marketing assets, websites, and mobile app UI designs.
- Collaborated with developers to refine layouts and improve usability.
- Ensured consistent branding across digital and print materials.
- Optimized workflows and contributed to improved design quality.

### Freelance Designer & Developer — (2025)

- Designed custom websites, landing pages, and UI kits for various clients.
- Created branding packages including logos, typography, and guidelines.
- Delivered responsive, visually polished interfaces tailored to client goals.
- Managed end-to-end design process from planning to delivery.

## Education

### Bachelor of Science and Technology — St. John Paul College of Davao

Coursework: Graphic Design, Web Development, UI/UX Design, and Mobile Application

## Projects

- **Portfolio Website** — Designed and developed a responsive personal website.
- **E-Commerce App UI** — Built a complete UI kit and interactive prototype.
- **Brand Identity System** — Logo, typography, and visual guidelines for a startup.