

# Prisara Morales

junior web developer | designer

## experience

2017 - Present | Freelance Web Design and Development, Lead Developer at If Else Studio  
Coordinate and communicate with clients in planning web design and development strategies and resolutions from concept through completion  
Implement front-end and back-end structures of client's webpages, testing and ensuring cross-platform compatibility, mobile optimization, site performance and reliability, and SEO. Maintain websites by updating content, implementing new technology and monitoring performance.  
Clients include: Jaguar Entertainment Corp., Sugarfree Consulting, Ro Shoes, Two Point O  
Established If Else Studio, a freelance network of web developers and creatives, focused on building, designing and curating unique digital spaces and experiences.  
Conceptualized and implemented the website redesign and social media marketing strategies in the rebranding of local clothing brand Two Point O, managed social media and content creation and coordinated email marketing campaigns and newsletters.

2016 - 2018 | Designer and Creative Director at Araw  
Lead the design and creative direction of a ready-to-wear women's wear line under the label Araw.  
Developed brand strategy and produced marketing material through web and print media.

2007 - Present | Stylist and Production Designer  
Projects include high-profile national campaigns for Axe, United Coconut Planters Bank, Benmore and Smart, various local publications such as Preview, Mega, Metro, Pulp, Clavel, as well as personal clientele such as CVC Law, Dr. Martens, G-Star Raw, Ro, Araw and Two Point O.

2014 - 2015 | Designer Assistant at Rustan's Creative Department  
Conceptualized and designed a bridge line under one of Rustan's exclusive private labels. Developed thematic and cohesive collections per season based on relevant trend forecasts, consumer trends, sales analysis and projections, and allocated budgets set by merchandising. Worked closely with suppliers and manufacturers, starting from fabric and material sourcing up to product development, while ensuring standards of quality control and consistency.

2005 - 2007 | Assistant designer for Dita Sandico-Ong  
Supervised main atelier, managed public relations and communications strategies. Facilitated and coordinated fashion shows, exhibits and shoots.  
Developed and collaborated on new designs and oversaw production at the factory. Oversaw design and production of a 6-piece collection for a Metropolitan Museum exhibit and styling for an 80-piece collection in an overseas runway show with over 50 models.

## education

Oct 2016 - Jan 2017 Full Stack Web Development Immersive, Bitmaker, Toronto, ON

2004 B.A. in Interdisciplinary Studies, Major in Communication and Fine Arts, Ateneo de Manila, Quezon City, Philippines

## profile

A designer and maker - turned web developer - with a passion for building beautiful, memorable things. Creative, innovative and detail-oriented, while my multi-disciplinary design and marketing backgrounds show that I am quick to adapt and can communicate across different platforms. As a junior web developer, I combine code with design to craft solutions that elevate the user's experience.

## qualifications

### Creative problem solver:

10 years of design experience with strong skills in design research, product development and creative direction

**Outcomes oriented** - with a firm respect for the rigour, discipline and attention to detail required to achieve excellence


### Clear and effective communication abilities:

Experience in developing strategic public relations and marketing initiatives, interacting with clientele and managing personnel

**Self-reliant learner** who thrives in creative and collaborative environments

## technical skills

Photoshop UI UX  
Illustrator CSS Sass  
HTML JavaScript  
jQuery RubyOnRails

 <https://github.com/prisara>

get in touch

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