ANTHONY CRISOSTOMO
UI & UX Designer

Work rights: Australian Citizen • 0424 182 436 • anthonycrisostomo@gmail.com

Professional Summary

Multidisciplinary UI/UX and Graphic Designer with expertise in wireframing, user journeys, usability testing, and design systems. Proven track record creating visual assets, branding, and marketing collateral that align with product goals and user needs. Experienced in manual QA testing, documentation, and cross-functional collaboration with developers to deliver consistent, user-friendly solutions. Adaptable and versatile, with strong communication skills and the ability to take on responsibilities beyond core design to support team success.

Key Skills

- UI/UX Design (Wireframing, Prototyping, User Flows)
- Front-End Development (HTML, CSS, Basic JavaScript)
- Graphic Design & Branding (Logos, App Icons, Marketing Assets)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma & Design Systems
- Manual QA Testing (Form Validation, Payment Sandbox, Cross-Device Testing)
- Video Editing (Instructional Content & Guides)

Core Competencies

- User-Centered Design Thinking
- Problem Solving & Analytical Thinking
- Cross-Functional Team Collaboration
- Project Coordination in Agile Environments
- Attention to Detail & Quality Assurance
- Adaptability in Small-Team Settings
- Clear Communication & Stakeholder Alignment
- Good working knowledge of databases, programming concepts.

Professional Experience

UI & UX Designer | ThinkSmart Software

Bundoora, Victoria • Jan. 2020 - Present • **Industry:** SaaS, Scheduling and Booking Software

- Conducted user interviews, mapped user journeys, and created low-fidelity wireframes to identify and address problem areas before defining effective solutions.
- Collaborated on the redesign of a customizable *Online Class Registration Website*, simplifying enquiry, booking, and payment for first-time users.
- Delivered a redesigned *Customer Portal App* from concept to launch, enhancing user experience with streamlined booking and payments.
- Led the redesign of a *Staff App*, successfully, improving efficiency for instructors with attendance tracking and grading features.
- Oversaw art direction, user interface design, and front-end coding for a custom-built registration swim school website, managing the process from concept to deployment with features including class scheduling, payment integration, and merchandise sales.
- Led end-to-end creation of product visuals — from logo design and rebranding to UI graphics, app icons, screenshots, and promotional mock-ups — ensuring cohesive branding across all areas.
- Developed style guides and design systems to streamline development, and produced user guides and short instructional videos to support software adoption and product usability.

- Performed basic manual QA testing from a user experience perspective, such as form validation, payment testing in a sandbox environment using Stripe or Worldpay, proofreading, receiving correct email notifications, to support development and ensure alignment with UI/UX requirements.
- Led the hiring process for remote web developers and QA tester contractors, including drafting job requirements, screening, and interviewing candidates, ensuring cost efficiency by hiring only as needed.

Web & Graphic Designer | ThinkSmart Software

Bundoora, Victoria • Jan. 2018 - Jan. 2020 • **Industry:** SaaS, Scheduling and Booking Software

- Spearheaded the front-end design of the company's inaugural customer portal using Ionic, taking it from concept to public launch on iOS and Google Play, which streamlined the class booking and payment process for users.
- Led the end-to-end redesign of the corporate website and 7 product sites, translating Figma mockups into a responsive front-end with HTML, CSS, Bootstrap, and JavaScript.
- Conceived and co-developed high-converting landing pages for key marketing campaigns, resulting in a significant lead-generation pipeline with hundreds of new sign-ups.
- Designed and delivered marketing collateral for events and conferences, including pull-up banners, event signage, brochures, and business cards. Managed the full production lifecycle from concept design and brand alignment through to vendor coordination and print production.
- Created graphics and advertisements for social media posts, from static png or jpeg files to animated gifs.
- Owned content creation and management for the company's digital presence, including website updates and the corporate blog. This consistent effort directly boosted key metrics, resulting in increased engagement and conversions.

Junior Front End Web Developer | Taguchi Marketing

Melbourne, Victoria • Feb. 2017 - Dec. 2017 • **Industry:** SaaS, Digital Marketing

- Builds, proofs, schedules & delivers email campaigns on behalf of clients.
- Builds the EDMS using special software, the Taguchi Digital Marketing Platform.
- Assists in the development of email templates using photoshop, tasks include but are not limited to slicing, exporting jpegs, gifs, and gif animations if needed.
- Integrates the supplied creative assets & graphics to emails.
- Encodes email customised templates as required using html and css, & some javascript for personalisation, ensuring emails are all compliant to all mail clients.
- Troubleshoots, updates html & css issues encountered by clients with their email templates & web forms.

Graphic Designer | Data Direct Australia

Preston, Victoria • Jun. 2010 - Sept. 2016 • **Industry:** Printing, Mailing, Marketing

- Creates print portfolios to assist the marketing department in the promotion of variable data / image, & digital colour printing by designing marketing collateral such as personalised booklets, brochures & postcards.
- Prepares artwork in accordance with Australia Post guidelines; created interactive pdf forms, designed & built a new company website (unpublished) & microsites.
- Designs in-house stationery in line with the company's brand, from business cards, letterheads, to informational brochures, company tenders, signage, & forms.
- Takes client design briefs & makes recommendations, presents concepts & ideas in the form of visual mock-ups & layouts.
- Sets up letters, artwork templates according to Australia Post guidelines; creates interactive pdf forms, designed and built new company website (unpublished) and micro sites for other services.

- Integrated variable data software (uDirect, uPlan, uProduce) with InDesign & Photoshop, we printed high quality personalised mailing pieces in a short amount of time.
- Operated finishing equipment (e.g. Digicut 2500) & Xerox Digital Colour Printers

Invigilator and Administrative Support / Assistant (Part-Time) | IDP Education Ltd

Melbourne, Victoria • May 2012 - Aug. 2018 • **Industry:** Education

- We conduct the IELTS Exams (International English Language Testing System); a high-stakes test of English language proficiency.
- Assist in the test room / test venue set up when required (including equipment).
- Confirm candidates' identity prior to test room entry, including the use of bio-metric software, and conduct random ID checks throughout the test.
- Distribute, collect and count all test materials at the beginning and end of each module as per the instructions in the IELTS Invigilators' script.
- Supervise candidates when they leave the test room to use facilities and ensure that examination conditions are maintained.
- Provide a high level of customer service.
- Recently started a part time administrative role, duties include: data entry, stock take, supervision of the speaking activities post-test, registration of candidates, including taking a photograph and record in the system, and assistance with maintenance of staff files.

Publication Designer | Koolivoo

Cairns, Queensland • Jun. 2007 - Jun. 2008 • **Industry:** Tourism, Publishing, Marketing, Print on Demand

- Designed cover and inside layouts for travel brochures, proposals & presentations, & online forms.
- Provided pdf proofs to clients, retouched and adjusted artwork when needed, archived image library and backed up all files.
- Integrated XML files into Adobe InDesign templates, this enabled instant importation of graphics, photos, and text in any language.
- Managed all print aspects of Koolivoo's projects, from file upload, corrections, and client approval; I coordinated with printers in Europe and Asia; print runs varied from 5,000 to 50,000 copies.
- Created digital versions of printed publications, enabling users to view and flick through the brochures on-line.

Prepress Designer | Ramco Printing

Cairns, Queensland • Jun. 2007 - Jun. 2008 • **Industry:** Printing, Publishing, Signage

- Designed artwork for signs, receipts, greeting cards, book covers, stickers, corflutes, business cards, and other marketing materials, also prepared artwork for vinyl cutting using Flexisign Software.
- Prepared and set up files for print, made adjustments on colour, typeface, image restoration, assembly, retraced & converted artwork into vector format.
- Set up & created "Hot Folders" for Job Automation, using Fiery Rip Software, pdf files are dragged and dropped, files are automatically imposed, & are ready for print.
- Performed mail merge on projects such as invitations and labels to ensure a quick turn-around time.
- Ganged and set-up pdf files for business cards, flyers, and posters using an imposition plug-in software (pdf Snake).

Prepress Designer | Creative Page Online

Pasig, Philippines • May 2006 - Feb. 2007 • **Industry:** Online Printing, Marketing

- Processed client files through Uprinting's Job Management Software called IMS (Internal Management System); reviewed various file formats and in addition made recommendations for digital or offset printing on select orders.
- Used graphic design techniques such as desktop publishing, layout, and Photoshop actions, pre-press file preparation such as placing correct bleed and crop marks, die-lines, image and colour correction to ensure print ready artworks.
- Designed cover spreads for textbooks, trade books, annual reports and journals.
- Traced and converted pixel based artwork into vector format.
- Sent pdf proofs to clients and tracked their orders online, also offered file troubleshooting and technical support through email and phone.
- For digital print jobs, created impositions for artwork with Preps software.

Senior Graphic Designer | De La Salle University Press, Inc.

Pasay, Philippines • Jun. 2005 - Jun. May 200 • **Industry:** Printing, Publishing

- Provided Art Direction and guided staff designers for projects of the Publishing and Printing Division, I trained them in pre-press, proper page set-up, template creation for faster output, finalising cover spread files and image enhancements or adjustments plus colour correction.
- Produced and designed graphics and layout for printed material such as business cards, posters, signs, stickers, flyers, catalogues, forms and informational brochures.
- Designed cover spreads for textbooks, trade books, annual reports and journals.
- Created high quality pdf files for final printing, checked and finalised artwork of all job orders and projects, also performed troubleshooting on customer / client files.
- Co-evaluated print orders and made recommendations for art direction, paper stock, choices of full or spot colour, and ideal quantity.

Layout Artist | De La Salle University Press, Inc.

Pasay, Philippines • Feb. 2004 - Jun. 2005 • **Industry:** Printing, Publishing

- Designed cover spreads and the overall content layout of a book.
- Scanned, retouched and incorporated photos and illustrations for all projects.
- Designed and produced posters, signs, stickers, and tickets for major events such as book fairs and book launchings.
- Entered corrections made by editors and proofreaders, performed other administrative tasks as assigned by the Editor-in-Chief.
- Archived, backed-up, and maintained an accurate filing system for all projects.

Graphic Artist | Scana Keating Graphics

Manila, Philippines • Nov. 2003 - Feb. 2004 • **Industry:** Printing, Packaging

- Retouched images & finalised artwork files for Large Format, Flexographic or Rotogravure Printing.
- Traced scanned images and converted it into vector artwork using Adobe Illustrator.
- Managed pre-press checks, plus layout and assembly for the artwork files provided by the clients.
- Created printing impositions for proofing machines and digital printers.
- Collaborated with the Quality Control Inspector and Team Leader and met all project deadlines.

Administrative Assistant & Information Desk Officer | Univ. of Technology, Sydney

Sydney, NSW • Jan. 2002 - Apr. 2003 • **Industry:** Education

- Administrative and clerical duties, assisted students complete various aspects of enrolment, answering general enquiries, advising students on completing statistical information and HECS information.
- Answered questions and provided accurate information concerning standards, procedures, and programs within the assigned department or district to faculty, students and public.
- Assisted students during the first few weeks of spring and autumn semester, answering general enquiries such as class schedules/timetables, room locations, and campus locations.
- Serves as a concierge for the assigned department; routes incoming calls as appropriate and takes messages.

Library Support Staff | Univ. of Technology, Sydney

Sydney, NSW • Apr. 2003 - Jul. 2003 • **Industry:** Education

- Sorting, shelving and mending of books.
- Assists patrons in locating and retrieving library materials
- Demonstrates research techniques and the use of various library equipment, databases, and services.

Education

Master of Design
University of Technology, Sydney • Sydney, NSW • Completed 2003

Bachelor of Fine Arts, Major in Advertising Arts & Design
University of Santo Tomas • Manila, Philippines • Completed 2001

Portfolio

Links will go here

Referees
Available upon request