MAE KRISTINE VANNIRRIE SARMIENTO

GRAPHIC / UI UX DESIGNER

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With over 3 years of hands on experience in Graphic and UI UX Design, I am driven to create user centered web experiences. Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Canva, and Figma. Created over 70+ visual aids for Wordpress blogs, Instagram or Facebook ads, and Pinterest pins. Passionate in leveraging my design skills to meet desired business goals.

WORK EXPERIENCE

Pinterest Pin Designer, Molly's Home Guide   June 2024 – Present

- **Generated and created over 60+ Pinterest pins**, all adhering to the brand's quality standards.
- Ensured designs were **in compliance with industry-standard practices** for seamless integration.

Junior Web Developer, Otterdev   August 2023 - Present

- Implemented and maintained various responsive web front-end applications using technologies like Shopify, Webflow, Astro, and Sanity, **achieving 90% and above optimal site performance.**
- Optimized websites for performance, accessibility, and SEO which **resulted in 3% increase in website traffic and improved user experience and search engine rankings.**
- Converted design mockups into fully functional websites and immediately adapted to last minute client changes or amendments, **enhancing and improving customer satisfaction.**
- Worked with cross-functional teams to deliver **cost-saving projects on time** using agile method.
- Completed multi-page Webflow sites with modern animations **within a 2-week timeframe.**

Virtual Editor, Harrison Media   June – August 2021

- **Coordinated with writers to infuse textual elements into designs** to make it more meaningful.
- Sought and tailored existing stock photos to every Wordpress article **to match it to context.**
- **Effectively engaged with diverse audiences** due to my skillful marketing posters, eBooks, etc.

Virtual Assistant, CE Web Properties   March 2021 – February 2023

- **Produced original infographics, graphs, posters, logos, etc.**, to effectively convey information.
- Redesigned and improved Wordpress blogs' branding to **keep up with modern trend & aesthetic.**
- **Boosted customer engagement rates by 5%** through compelling visuals & multimedia elements.
- Published & meticulously proofread numerous articles, **maintaining 100% accuracy & readability.**

EDUCATION

Bachelor of Science in Information Technology   June 2019 - May 2023

University of Immaculate Conception
- Specialized in Healthcare Technologies
- Cum Laude, GPA 3.697

ADDITIONAL INFORMATION

- **Languages:** English, Filipino, Cebuano
- **Certifications:** TOPCIT Level 2, Webflow CMS Level 1, Webflow 101, Layouts Level I and II
- **Awards:** DICT Region XI's Regional Pitching Competition 2021 (Student Category) Champion