

# Hiyasmin Mithi Laya S. De Guzman

<https://hiyas.ph> • [hello@hiyas.ph](mailto:hello@hiyas.ph) • +63 917 819 5871

A digital artist and graphic designer with 15 years experience, I specialize in creating clean and functional websites. I would love to help you with your web and graphic design needs.

## Experience

### Freelance Web Designer/Graphic Designer

2005 - Present

- **TheOliviaApp.com** (October 2019)- Designed a new Wordpress site for the Olivia personal finance app
- **Singapore Dance Theatre Performance Calendar 2011 Brochure/Poster** (March 2011) - Designed Singapore Dance Theatre's performance calendar as a tri-fold brochure that can be flattened out as a calendar
- **The Kite of Stars and Other Stories** by Dean Francis Alfar (September 2007) - Designed and illustrated the cover of a collection of speculative fiction stories

### Webmaster at Avon Cosmetics, Inc.

June 2015 - November 2018

- Created the 2018 front-end design of AvonShop.ph, Avon Philippines' e-commerce site
- Developed Google ads and electronic direct mailers to support ongoing marketing campaigns and product launches.
- Updated Avon.com.ph and Avonshop.ph with content aligned with the company's bi-weekly marketing campaigns and representative recruitment activities.

### Digital Production Specialist at Avon Cosmetics, Inc.

December 2014 - June 2015

- Produced and updated content for the Avon Brochure mobile app
- Tested and launched the Social Media Center digital tool for Avon Representatives.

### Front-end Developer at Go Beyond Studios, Inc.

July 2013 - May 2014

- Collaborated with creatives and web development team to develop websites
- Converted the creatives' website design into frontend HTML5/CSS3 files.

### Web Designer at Go Beyond Studios, Inc.

April 2012 - August 2012

- Collaborated with creatives and web development team to develop websites
- Converted the creatives' website design into frontend HTML5/CSS3 files.

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### **Creative Visualizer at Lauren Silva Group, Inc.**

June 2008 - October 2011

- Worked closely with the Marketing Team to develop and execute promotional campaigns for the company's flagship retail website, <http://www.laurensilva.com>. Promotional materials included email newsletters, website banners, promotional web articles and printed coupons.
- Redesigned the company's main online store's template design with the customers' ease of use in mind.
- Edited product images to be used on the company's online stores.
- Created illustrations to be used on the websites when needed.
- Designed logos, and designed and developed new templates for niche retail websites based on Magento, an open-source eCommerce platform.

### **Graphic Artist at Xurpas Inc.**

October 2007 - April 2008

- Illustrated MMS (multimedia messaging service) graphics
- Designed mini-websites and brochures for client's mobile promotions
- Designed user interface for Java applications for mobile phones

### **Graphic Designer at Kestrel DDM**

June 2004 - September 2007

- Designed websites, brochures, logos, print ads and other marketing collaterals for various clients, either as an individual designer or as a part of a design team

## **Education**

### **University of the Philippines Diliman - College of Fine Arts**

- Bachelor of Fine Arts - Visual Communication, 2000 - 2004