

# Hiyasmin Mithi Laya S. De Guzman

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

Dasmariñas City, Cavite

A web designer with 16 years of experience in web design, graphic design, and illustration. Currently expanding her skills and knowledge to UX Design. Aiming to create wonderful experiences in various digital spaces.

## Experience

### Senior UI/UX Designer at Webpuppies Digital PTE. LTD.

January 2021 - May 2022

- Collaborated with developers and other UI/UX designers to develop websites and mobile applications, from low-fidelity wireframes to high-fidelity mockups. Projects include:
  - <http://fanteastic2021.com/> - web design and illustrations for the Singapore Chinese Cultural Centre's 2021 Tea Festival
  - Minterest app - user interface design for the personal investment app
  - Joblu app - lead user interface designer for job search and recruitment mobile app
- Trained interns in user experience/user interface design foundations

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

December 2014 - 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.
- Provided Avon.com.ph and Avonshop.ph with content aligned with the company's bi-weekly marketing campaigns and representative recruitment activities.
- Produced and updated content for the Avon Brochure mobile app.

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

July 2013 - May 2014

- Collaborated with creatives and web development team to convert website design into frontend HTML5/CSS3 files.

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

June 2008 - October 2011

- Collaborated with creatives to develop and execute campaigns for the company's retail website, <http://www.laurensilva.com>, including email newsletters, website banners, illustrations, and printed coupons.
- Redesigned the company's e-commerce site's design.
- Designed logos, and developed new templates for niche e-commerce websites.

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

October 2007 - April 2008

- Illustrated MMS (multimedia messaging service) graphics.
- Designed websites, brochures, and user interface for mobile Java applications.

## **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.

## **Skills**

- UX/UI design - Figma
- Web design - Figma, Sublime Text, Adobe Dreamweaver CC
- Graphic design - Adobe Illustrator CC, Adobe InDesign CC
- Digital illustration - Adobe Photoshop CC

## **Education and Training**

### **Foundations of User Experience (UX) Design (July 2022)**

- Certificate of Completion - Google, through Coursera

### **Introduction to UX Principles and Processes (November 2020)**

- Certificate of Completion - University of Michigan, through Coursera

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

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