





HIYASMIN MITHI LAYA S. DE GUZMAN

UI/UX Designer

PERSONAL DETAILS

-  <https://hiyas.ph>
-  hello@hiyas.ph
-  +63 9178195871
-  Pampanga, Philippines

TECHNICAL SKILLS

- UI/UX Design (Website, Mobile Apps)
- Graphic Design
- HTML5/CSS3
- Branding
- Digital illustration

DESIGN PROGRAMS

- Figma
- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC

SOFT SKILLS

- Collaboration
- Communication
- Problem-solving
- Empathy
- Organization

EDUCATION & 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

PROFESSIONAL SUMMARY

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

EXPERIENCE

Part-time UI/UX Designer - 360 Digital Agency

September 2022 - April 2023

- Collaborated with the web development team to design websites, from low-fidelity wireframes to high-fidelity prototypes.

Senior UI/UX Designer - Webpuppies Digital PTE. LTD.

January 2021 - May 2022

- Collaborated with developers and other designers to develop websites and mobile applications, from low-fidelity wireframes to high-fidelity prototypes.
- Trained interns in user experience/user interface design foundations

Webmaster & Digital Production Specialist - 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.

Front-end Developer - 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 - Lauren Silva Group, Inc.

June 2008 - October 2011

- Collaborated with creatives to develop and execute campaigns for the company's e-commerce website including email newsletters, website banners, illustrations, and printed coupons.
- Redesigned the company's e-commerce sites.
- Designed logos, and developed new templates for niche e-commerce websites.

Graphic Designer - Kestrel IMC

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.