

SAMZABALA

UI/UX Designer & Creative Developer with 10+ years of experience translating vision into digital experiences across web, branding, and interactive media.

EXPERIENCE

ILLUSTRATOR & GRAPHIC DESIGNER

INDEPENDENT

SEPTEMBER 2010 - PRESENT // FREELANCE

- Created illustrations, visual identities, branding assets, web visuals, marketing materials, and digital content for freelance clients across print and digital platforms.

WEB DEVELOPER

1 POINT21 INTERACTIVE // SAN DIEGO, CA

AUGUST 2018 - PRESENT // FULL TIME

- Primary design-to-development liaison trusted to preserve visual and UX direction across scalable, production-ready web experiences.
- Implemented and preserved visual and UX integrity for 200+ custom WordPress websites and proprietary tools including Time Tracker, Data Visualization plugins, SEO Scoreboards, and Sales Outreach Tool.

DIGITAL MEDIA ADVISOR & TUTOR

PLATT COLLEGE // SAN DIEGO, CA

SEPTEMBER 2015 - SEPTEMBER 2018 // PART TIME

- Mentored students in both technical and conceptual design skills, and frontend development fundamentals, helping students create portfolio-quality work.
- Provided tutoring in frontend development fundamentals and responsive web design.

UI DESIGNER & FRONT END DEVELOPER

WEB SHOP MANAGER // SAN DIEGO, CA

JUNE 2017 - APRIL 2018 // FULL TIME

- Designed and developed responsive e-commerce interfaces focused on usability and brand consistency.
- Collaborated directly with clients to organize content strategy and improve visual presentation across digital storefronts.

GRAPHIC DESIGNER

TREEHAUS INK // SAN DIEGO, CA

OCTOBER 2015 - FEBRUARY 2017 // FREELANCE

- Produced branding systems, logo redesigns, print collateral, and marketing materials for local businesses and organizations.

GRAPHIC DESIGNER

INTREPID THEATRE COMPANY // SAN DIEGO, CA

JUNE 2015 - MARCH 2016 // INTERNSHIP TO FREELANCE

- Designed promotional graphics and digital marketing assets for theatre productions across print and web campaigns.

GRAPHIC ARTIST & MUSIC PERFORMER

TINAMBAC ASSOCIATION OF CALIFORNIA // SAN DIEGO, CA

JUNE 2011 - AUGUST 2020 // VOLUNTEER

- Designed promotional artwork and annual Peñafrancia event booklets for community events and performances. Volunteer representative for annual festival shows.



CONTACT

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SKILLS & TOOL EXPERTISE

DESIGN SKILLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Affinity Suite
- Procreate
- UX/UI Design
- Product Design
- Web Design
- Responsive Design
- Design Systems
- Wireframing & Prototyping
- Branding & Identity
- Illustration
- Typography
- Print Design

WEB SKILLS

- HTML, CSS, SCSS
- Javascript, (ES6)
- SVG Animations
- D3.js
- Three.js, React
- Three Fiber
- WordPress, Advanced
- Custom Fields, Theme Building, Gravity Forms
- Github, Git, Version Control
- Node, NPM

OTHER SKILLS

- Social Media
- Native Filipino & Bikol speaker
- ChatGPT, Gemini, Codex, Claude



EDUCATION & CERTIFICATION

PLATT COLLEGE SAN DIEGO

SAN DIEGO, CA

- Associate of Applied Science, Graphic Design. 2015
- Bachelor of Science in Media Arts, emphasis on Web Design and Development. 2017

THREE.JS CERTIFICATION

THREE.JS JOURNEY, BRUNO SIMON

Certification of completion acquired in 2023.