

SAMZABALA

Graphic Designer and Illustrator with 10+ years of creative experience developing digital experiences, custom illustrations, and visual identities across digital and print media.



EXPERIENCE

ILLUSTRATOR & GRAPHIC DESIGNER

INDEPENDENT

SEPTEMBER 2010 - PRESENT // FREELANCE

- Create 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 develop visual and UX direction across scalable, production-ready web experiences.
- Implement and develop 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 10–40 students per class 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. Volunteer representative for annual festival shows.



CONTACT

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- linkedin.com/in/samzabala
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SKILLS & TOOL EXPERTISE

DESIGN SKILLS

Figma, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Adobe XD, Affinity Suite, Procreate, UI/UX Design, Product Design, Web Design, Responsive Design, Design Systems, Wireframing & Prototyping, Design QA & Visual QA, Developer Handoff, Web Image Optimization, SVG Asset Preparation, Branding & Identity, Typography, Fontself, Typeface Design, Custom Font Creation, Kerning & Glyph Development, Brand Collateral, Digital Illustration, Traditional Illustration, Vector & Raster Graphics, Iconography, Print Design, Print Production & Prepress, Color Management (RGB/CMYK), Image Retouching & Compositing, Layout Production

WEB SKILLS

HTML & CSS, SCSS, Sass, Dart Sass, Vue, React, JavaScript, ES6, Babel, PHP, MySQL, WordPress, Gravity Forms, Advanced Custom Fields, GitHub, Git, Version Control, D3.js, Three.js, React Three Fiber, SVG Animations, Node, NPM, Brew, Prettier, ESLint, Vite, Rollup, jQuery, Bootstrap, Tailwind

OTHER SKILLS

Native Filipino & Bikol Speaker, Claude, OpenAI, Codex, ChatGPT, Gemini



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.