# SAMZABALA

Multidisciplinary Graphic Designer, Illustrator, and Creative Front-End Developer with experience across responsive web design, visual identities, illustration, digital media, and print production for a wide range of creative projects.

## EXPERIENCE

### WEB DEVELOPER (UX SYSTEMS & FRONT-END)

**1POINT21 INTERACTIVE // SAN DIEGO, CA**

AUGUST 2018 - PRESENT // FULL TIME

- Serve as a go-to technical partner for designers, advising on feasible interaction and animation solutions and preparing implementation-ready SVGs, CSS/JavaScript animations, and web graphics for developer handoff.
- Improve CMS and internal tool usability by organizing Advanced Custom Fields structures and settings and mapping user and application flows for clearer, more efficient workflows.
- Carry design quality through responsive, accessible implementation, design QA, and resolution of visual inconsistencies.

### ILLUSTRATOR & GRAPHIC DESIGNER

**INDEPENDENT**

SEPTEMBER 2010 - JUNE 2022 // FREELANCE

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

### DIGITAL MEDIA ADVISOR & TUTOR

**PLATT COLLEGE // SAN DIEGO, CA**

SEPTEMBER 2015 - SEPTEMBER 2018 // PART TIME

- Advised students in technical and conceptual design skills, helping them develop portfolio-quality work.
- Provided tutoring in responsive web design and front-end development fundamentals.

### UI DESIGNER & FRONT-END DEVELOPER

**WEB SHOP MANAGER // SAN DIEGO, CA**

JUNE 2017 - APRIL 2018 // FULL TIME

- Designed responsive e-commerce layouts and digital graphics with an emphasis on visual hierarchy, usability, and brand consistency across desktop and mobile storefronts.
- Organized content and creative materials to improve presentation and shopping experience 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 print and digital promotional materials for theatre productions and marketing campaigns.

## CONTACT


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codepen.io/samzabala


## SKILLS & EXPERTISE

### TOOLS

Figma, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Affinity Suite, Procreate, GitHub

### VISUAL DESIGN

Graphic Design, Branding & Visual Identity, Layout & Composition, Typography, Iconography, Marketing & Promotional Materials, Brand Collateral, Digital & Traditional Illustration, Image Retouching & Compositing, Vector & Raster Graphics, Typeface Design, Custom Font Creation, Kerning & Glyph Development

### WEB & UI DESIGN

Web Design, Responsive Design, UI/UX Design, Digital Design, Design Systems, Wireframing & Prototyping, Developer Handoff, Design QA & Visual QA, Web Image Optimization, SVG Asset Preparation

### PRINT & PRODUCTION

Print Design, Print Production & Prepress, Production Artwork, Color Management (RGB / CMYK)

### FRONT-END DEVELOPMENT

HTML, CSS, JavaScript, Vue, React, PHP, WordPress, D3.js, Three.js, Node / NPM, Vite, Rollup, Babel, jQuery, Bootstrap, Tailwind, Prettier

### LANGUAGES

Fluent in English; Native proficiency in Filipino & Bikol

## EDUCATION

### PLATT COLLEGE SAN DIEGO

**SAN DIEGO, CA**

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

### THREE.JS CERTIFICATION

**THREE.JS JOURNEY, BRUNO SIMON**

Certification of Completion, 2023.