

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 (FRONT-END UI & UX SYSTEMS)

1POINT21 INTERACTIVE // SAN DIEGO, CA

AUGUST 2018 - PRESENT // FULL TIME

- Bridge designers and developers as a go-to technical partner, advising on feasible interaction and animation solutions while preparing implementation-ready SVGs, CSS/JavaScript animations, and web graphics for handoff.
- Improve CMS and internal tool usability across 200+ websites 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 and design QA for 200+ web builds, resolving visual inconsistencies.

ILLUSTRATOR & GRAPHIC DESIGNER

INDEPENDENT

SEPTEMBER 2010 - PRESENT // FREELANCE

- Develop custom illustrations, visual identities, branding assets, and digital and print materials for 20+ freelance clients across diverse industries.
- Provide web design consulting and design responsive portfolio websites, custom website iconography, logo redesigns, vectorized brand assets, business stationery, wedding invitations, and restaurant menus.

DIGITAL MEDIA ADVISOR & TUTOR

PLATT COLLEGE // SAN DIEGO, CA

SEPTEMBER 2015 - SEPTEMBER 2018 // PART TIME

- Advised 10-40 students per term in technical and conceptual design skills, helping them develop portfolio-quality work.
- Served as a substitute instructor and proctor for classes covering Packaging Design, Typography, Adobe Illustrator, Adobe Photoshop, Front-End Web Fundamentals, UI/UX Design, and WordPress, while providing tutoring in 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 20+ desktop and mobile storefronts.
- Organized content and creative materials for 30+ websites to improve the presentation and shopping experience across digital storefronts.

GRAPHIC DESIGNER

TREEHAUS INK // SAN DIEGO, CA

OCTOBER 2015 - FEBRUARY 2017 // FREELANCE

- Produced 20+ branding and marketing deliverables for 5+ local businesses and organizations, including branding systems, logo redesigns, print collateral, and promotional materials.

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 digital channels, including email campaigns, playbills, postcards, and posters.



CONTACT

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SKILLS & EXPERTISE

TOOLS

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

VISUAL DESIGN

Graphic Design, Branding & Visual Identity, Layout & Composition, Typography, Color Theory, Visual Hierarchy, 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, Cross-Browser Design, Cross-Platform Design, UI/UX Design, User Flows, 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, Shopify, D3.js, Three.js, Node / NPM, Vite, Rollup, 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.