Anya Abellanoza

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ABOUT ME

I am a Cebu-based **Management Information Systems** Major in her Senior year at Ateneo de Manila University (Philippines), with a growing passion for **UX/UI design** and **business technology**. I firmly believe in taking on problems and tasks with an **interdisciplinary approach** which is informed by my **background** in **creatives, tech, and promotional strategy**. I apply this in my everyday life, constantly trying to balance my love of those three things, while always trying to remain true to my personal principles of **creativity, strategy, empathy, and trust.**

EDUCATION

Ateneo de Manila University *(August 2018-Present)*
BS Management Information Systems - MS Computer Science
Specializing in Enterprise Systems (Cumulative QPI: 3.44/4)

PROFESSIONAL EXPERIENCE

360 Digital Agency
UX/UI Intern (September 2021 - October 2021)
- Prototype and Set Up E-Commerce Sites on different Web-Building Platforms (Webflow, Wix, and Shopify) for Client and Internal Projects
- Innovate wireframes, low-fidelity, and high fidelity designs and prototypes into tangible sites
- Recommended a Standard Operating Procedure for User Research and Design Thinking

Make Technology
Intern (July 2021 - August 2021)
- Created and Collaborated on Mock-Ups for needed site improvements
- Assisted in User Testing Methods like Tree Testing

CO-CURRICULAR ACTIVITIES

Ateneo Management Information Systems Association (MISA)
Vice President for Communications (July 2020 - June 2021)
- **Implemented** effectively a **Publication Request Form System** that streamlined over **fifty-five (55)** administrative publication material **requests** from five (5) different clusters (departments)
- **Centralized a blasting and calendaring system** for the organization's events which helped **grow** the organization's following on its **Facebook** page by **increasing the page's likes by 13.97%** and **increasing page reach by 95.9%** (as of February 26, 2021)
- **Created and designed over fifty-one (51) administrative publications** including **three (3) Product Designs (UIs)** for internal web-based projects
- **Approved** and **gave critical feedback** across five different (5) events, two (2) associate vice presidents, and thirteen (13) officers that **ensured the quality** of over **two hundred thirty-two (232) publications and promotional content** in the Ateneo MISA Facebook page (from July 2020-February 2021)

User Experience Society (UXSoc)
Product Designer (August 2020 - May 2021)
- **Contributed** as a Product Designer to **two (2) major client projects** for the organization
- Created **Tablet** Versions and **Mobile** Versions of **Mock-Ups** for Client Projects

AWARDS RECEIVED

Second Honor - Dean's Lister (AY 2020-2021, Semester 2)
First Honor - Dean's Lister (AY 2020-2021, Semester 1)
First Honor - Dean's Lister (AY 2019-2020, Semester 1)

TECHNICAL SKILLS

Web Design, HTML, CSS, Python, Graphic Design and Layout, UX (User Experience) and UI (User Interface) Design, Adobe Photoshop and Illustrator, GIMP, Spark AR, Microsoft Office, Figma, Notion

ADDITIONAL SKILLS

Promotional Strategy, Copywriting, Social Media Management, Public Relation Management, Team Leadership, Public Speaking, Theatre Management

ONLINE COURSES

California Institute of the Arts
- *UX Design Fundamentals (July 2020)*