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## HIYASMIN MITHI LAYA S. DE GUZMAN

### Education

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2000 - 2004: **University of the Philippines, BFA - Visual Communication**

- ◆ College Scholar - 2<sup>nd</sup> semester, AY 2001-2002, 1<sup>st</sup> semester AY 2002-2003, 1<sup>st</sup> semester, AY 2003-2004
- ◆ Quezon City Scholarship and Youth Development Program (SYDP) scholar - from 2nd semester, AY 2002-2003 to 2nd semester, AY 2003-2004
- ◆ Pitoy Moreno Financial Assistance awardee - AY 2003-2004
- ◆ Course work in Advertising and Editorial Design, Basic Photography, Web Page Design, Animation, and Illustration

1996-2000: **University of the Philippines Integrated School (High School)**

- ◆ Graduated with Honors
- ◆ Senior Council Auditor - AY 1999-2000
- ◆ Student Association Marshall - AY 1998-1999

1990-1996: **St. Theresa's College, Quezon City (Elementary School)**

- ◆ Outstanding Student - AY 1995-1996, AY 1993-1994

### Work Experience

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*Graphics Artist, Xurpas Inc.* (October 2007 to April 2008) Illustrated graphics for MMS (multimedia messaging service); Designed mini websites and brochures for mobile promotions; Designed user interface for Java applications for mobile phones

*Junior Graphic Designer, Kestrel IMC* (July 2004 to August 2007) Designed websites, brochures, advertising materials, logos, etc. for various businesses

*Freelance Web Designer, Papermillsgate.com* (March 2008) Conceptualized and designed portfolio website for Titam Rebuena, animator

**Rubendevela.com** (September 2007) Conceptualized and designed website for Ruben de Vela, digital illustrator and comics artist

**Talikwas.com** (April 2006) Conceptualized and designed website for Lucia Misa, US-based yoga instructor

*Freelance Graphic Designer*, **The Kite of Stars and Other Stories** by **Dean Francis Alfar** (September 2007, Published by Anvil Publishing) Designed and illustrated the cover of a collection of short stories

**La Mancha Pyro Production** (August-September 2005) Designed marketing kit and logo for World Pyro Olympics 2005

*Colorist*, **SIGLO: Passion** (December 2005, Published by Nautilus Comics, Edited by Dean Francis Alfar and Michael Vincent Simbulan)

**Cast Issue No. 4** (August 2005, Published by Nautilus Comics, Edited by Elbert Or)

*Art Director and Background Artist*, **First Day/Unang Araw** (December 2004) Short animated collaboration with Titam Rebueno; Third Prize winner of the 2007 ASEAN New Media Arts Competition held in Indonesia

## Skills

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Experienced in print layout design, website design, digital illustration

Knowledgeable in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, HTML/CSS