

Ariana Nicole Arciga

Graphic Designer | Photographer

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Turning ideas into clear, compelling visuals across branding, digital design, and photography.

Contact

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Education

2014 - 2018 **Bachelor of Arts in Multimedia Arts**

Lyceum of the Philippines
University - Manila (LPU)

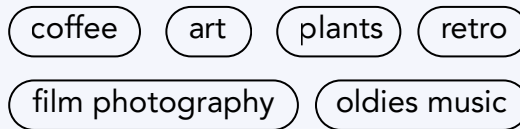
2023 - 2024 **Certificate III in Commercial Cookery**

Pax Institute of Education - Melbourne

Technical skills



Interests



Professional Experience

Typica Cafe by ONA Coffee — Australia

Casual Barista

- Hands-on experience in coffee preparation, customer service, and café operations, developing strong barista skills and working efficiently in a fast-moving environment.

Happy Snappy Photography — Australia

Founder & Photographer | March 2024 – Present

- Operate a portrait and lifestyle photography business capturing families, cafés, and events.
- Manage end-to-end creative workflow from concept to editing and client delivery.
- Provide visual direction aligned with brand identity.

The Pont Agency — Remote (Philippines/AU)

Graphic & Web Designer | Aug 2023 – Feb 2025

- Designed versatile logos and visual identities for NDIS clients across web, social, and print.
- Designed and maintained web assets and branding for diverse clients, including NDIS-related projects.
- Collaborated with developers and project managers to deliver accessible digital designs.
- Produced photography and digital content for marketing campaigns.

Dōki Coffee & Tea — Philippines

Founder /Marketing | May 2021 – December 2025

- Built a community-focused café brand from concept to two thriving branches.
- Led all creative direction: logo, menu, packaging, and social media.
- Remotely managing social media

Budai Media — Remote (Europe Based)

Senior Graphic Designer | Nov 2022 – Nov 2023

- Designed high-impact email and digital campaigns for international e-commerce clients.
- Ensured visual consistency and brand compliance across all marketing materials.
- Supported internal design quality checks and asset preparation for automated marketing platforms such as Klaviyo.

Chronos Agency — Remote (Singapore Based)

Senior Graphic Designer | Jul 2019 – Jul 2022

- Designed and executed high-converting visual campaigns for well-known global eCommerce brands across lifestyle, fashion, wellness, and tech sectors.
- Specialised in email marketing design, producing layouts and graphics that significantly improved engagement and click-through performance.
- Collaborated with marketing strategists to conceptualise visuals that aligned with brand voice and conversion goals.
- Mentored junior designers and implemented new creative standards and templates.

Spanda Technologies — Philippines

Junior UI/UX Designer | October 2018 - July 2019

- Collaborated with developers and business owners to design and build a mobile app and CRM system for a nationwide food chain brand in the Philippines, streamlining internal processes and customer management.
- Designed wireframes, user flows, and interactive prototypes to support user-centered development.
- Conducted design research and usability testing to ensure intuitive navigation and optimal user experience.
- Delivered high-fidelity visuals aligned with client branding, integrating feedback from both business and technical teams.

Key Skills

- Graphic & Web Design | Branding
- Print & Digital Collateral
- Accessibility-Focused Design
- Photography | Art Direction | Photo Editing
- Creative Problem-Solving
- Client Collaboration

Certifications & Achievements

- UX+ CONFERENCE 2024
(Exploring AI's role in optimizing workflows.)
- Klaviyo Product Certification (2022)
- HTML & CSS Tips and Tricks (Udemy, 2022)
- Adobe Photoshop CC Advanced Course
(Udemy, 2019)