

# HANNA GYLY N. DACLAN

## Web Designer

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### SUMMARY

Web Designer with 2+ years of experience in UI/UX design, wireframing, and responsive web layouts. Proficient in Figma and basic graphic design, creating clean and intuitive digital experiences. With a strong understanding of business goals and audience needs, I integrate creative strategy into every project—ensuring each design not only looks polished but also supports conversion, brand growth, and overall project success.

### WORK EXPERIENCE

#### Website Designer (Remote)

**Freelance** | Aug 2024 - Present | USA

- Delivered 100% successful client projects since 2024, consistently meeting goals and timelines
- Designed responsive, user-focused website layouts, including UI/UX wireframes and prototypes
- Combined creative design with business-driven strategy to help clients improve branding, engagement, and conversions

#### Digital Operations and Marketing Specialist (Remote)

**Strive For Perfection Athletics** | Feb 2023 - Present | Virginia, USA

- Achieved a 3.36\$ increase in target registration through strategic marketing campaigns and data-driven adjustments
- Drove an impressive 82% growth in revenue versus last year by optimizing event promotions and participant engagement strategies.
- Created compelling sports-focused content and implemented SEO best practices, driving increased organic traffic and registrations.

#### Design and Sales Support (Remote)

**SONA Investment** | Feb 2025-Present | Florida, USA

- Streamlined workflows and introduced efficient systems that saved clients an average of 10+ hours per week, allowing them to focus on core business activities.
- Leveraged strong communication and problem-solving skills to address challenges quickly, maintaining smooth and productive workflows.

### HARD SKILLS

- UI/UX Design
- Wireframing & Prototyping
- Web Layout Design (Desktop & Mobile)
- Responsive Design
- Figma
- Basic Graphic Design
- Foundational HTML skills

### SOFT SKILLS

- Creative Problem-Solving
- Strong Communication
- Adaptability
- Collaboration & Teamwork
- Client-Focused Mindset
- Organization & Project Planning
- Continuous Learning

### SOFTWARES

Figma	★★★★★
Adobe Illustrator	★★★★☆
Adobe Photoshop	★★★★☆☆
Canva	★★★★★

## WORK EXPERIENCE (continued)

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### Project Manager (Remote)

**Help Yourself Law Firm** | Sept 2024 – Mar 2025 | Washington DC, USA

- Rescued a stalled website project that had been pending for several months, establishing a clear and realistic timeline through strategic assessment of team capabilities and project scope.
  - Streamlined workflows and improved team alignment by assigning responsibilities based on individual strengths, accelerating progress without compromising quality.
  - Leading the development of a professional, user-friendly website that aligns with the firm's branding and enhances client engagement.
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### Junior Web Designer (Remote)

**Urban.com.au** | Sep 2023-Aug 2024 | Melbourne, AU

- UI/UX Design
  - Revamped the website's design, resulting in an increase in user engagement and a more polished, professional appearance that elevated brand perception.
  - Identified and resolved key user pain points through data analysis and testing, leading to an improvement in conversion rates
  - Improved site speed and optimized visuals, which reduced load times and earned higher search engine performance scores
  - Participated in daily stand-ups and project planning sessions using Jira as the primary project management tool, tracking tasks, timelines, and deliverables effectively.
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### Virtual Assistant

**Independent Contractor** | Sep 2020-August 2023 | USA

- Successfully managed complex administrative tasks, including scheduling, email correspondence, and document organization, ensuring seamless daily operations for clients.
  - Streamlined workflows and introduced efficient systems that saved clients an average of 10+ hours per week, allowing them to focus on core business activities.
  - Proactively handled project coordination and task prioritization, consistently meeting deadlines and exceeding client expectations.
  - Leveraged strong communication and problem-solving skills to address challenges quickly, maintaining smooth and productive workflows.
  - Efficiently managed administrative tasks, team collaboration, and project workflows using advanced tools like NetSuite, Hubstaff, and Monday.com to streamline operations and enhance productivity.
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### Operations Manager

**Big Black Panda Corp** | Mar 2021-Jun 2021 | Davao City, Philippines

- Spearheaded the resolution of unpaid invoices from previous years, successfully completing approximately 60% within the first two months of tenure.
- Closed a high-priority deal that had been open for seven months, demonstrating strong negotiation and relationship management skills.
- Oversaw daily operations, ensured team alignment with company goals, and implemented strategies to enhance overall efficiency.
- Developed, set, and monitored departmental budgets, ensuring efficient resource allocation and alignment with business objectives.
- Tracked expenditures and identified cost-saving opportunities, ensuring adherence to budgetary constraints and optimizing financial performance.

## WORK EXPERIENCE (continued)

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### Operations Supervisor

**SM Lifestyle Inc.** | Aug 2018-Mar 2021 | Davao City, Philippines

- Acted as the Officer-in-Charge (OIC) for eight months in the absence of an Operations Manager, overseeing all managerial duties and ensuring smooth day-to-day operations
  - Led the team to achieve the annual plan attainment and delivered approximately 10% growth compared to the previous year.
  - Delegated tasks, resolved challenges, and maintained team productivity and morale during a transitional period.
  - Coordinated cross-functional workflows and acted as the primary point of contact for upper management, providing performance updates and strategic recommendations.
  - Streamlined staffing operations by efficiently scheduling, screening, and interviewing candidates, ensuring the team was consistently equipped to meet organizational demands
  - Optimized processes and ensured compliance with company policies to meet and exceed business goals.
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### Operations Assistant

**SM Lifestyle Inc.** | Jun 2014-Aug 2018 | Davao City, Philippines

- Effectively managed manpower schedules, ensuring optimal staffing levels and seamless daily operations across departments.
  - Maintained and updated sales records with precision, contributing to accurate reporting and informed decision-making.
  - Consolidated and analyzed regional reports, delivering comprehensive summaries that supported strategic planning and improved operational efficiency.
  - Streamlined administrative tasks, introducing organized workflows that enhanced team productivity and reduced turnaround times.
  - Collaborated with cross-functional teams to address operational challenges, ensuring smooth coordination and timely resolution of issues.
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### Management Trainee

**NCCC Department Store** | Sep 2013-Mar 2014 | Davao City, Philippines

- Successfully led daily operations and a team of staff in a busy department store, achieving consistent sales growth and delivering exceptional customer experiences.
- Improved inventory accuracy and boosted profitability by analyzing performance metrics and implementing targeted operational strategies.
- Optimized workforce efficiency through effective scheduling and proactive problem-solving, ensuring seamless store operations.

## EDUCATION

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### Bachelor of Science in Entrepreneurship

University of Southeastern Philippines, 2013