

# Anna Dela Cruz

## Web Developer & Digital Designer

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### TECHNICAL SKILLS

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**Digital Design** | Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)

**UX/UI** | Figma, Adobe XD, Wireframing, Prototyping, Accessibility (WCAG/AODA), User Research

**Web Dev** | JavaScript, TypeScript, HTML/CSS, React, SQL, SEO, Responsive Design, Performance Optimization

### EDUCATION

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**Computer Programming and Analysis**

Seneca College | pGPA: 3.9

**Jan 2022 – Aug 2025**

Toronto, Ontario

**Honours Bachelor of Interaction Design**

Sheridan College | pGPA: 3.6

**Sep 2018 – Apr 2022**

Oakville, Ontario

### WORK EXPERIENCE

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**Digital Platform Coordinator**

Florence Healthcare

**Aug 2025 – Present**

Toronto, Ontario

- Maintained company's web and app platforms, ensuring accurate user information across all user-facing content.
- Collaborated with developers to resolve technical issues, improving platform reliability and user experience.
- Educated users through platform features and gathered feedback to identify usability improvements.

**UX/UI Designer & Web Developer**

Toronto Transit Commission

**Jan 2024 – Aug 2024**

Toronto, Ontario

- Designed and developed internal applications, improving usability, performance, and overall user experience.
- Designed wireframes for a centralized system in Figma to merge employee access across multiple internal platforms, while ensuring consistency with brand identity.
- Created visual assets for user guides to communicate system updates and new application features, improving user understanding and adoption.

**UX/UI Designer**

Innovation Accelerator

**May 2021 – Aug 2021**

Oakville, Ontario

- Led a team through an iterative process to design a website that attracts users toward construction career pathways.
- Designed visual assets and graphics using Adobe Creative Suite and Figma, ensuring a consistent brand identity.
- Conducted requirements gathering and user research to create a solution that met user and client needs.

### PROJECTS

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**BiteClub: Food Review Web App** | Adobe Illustrator, Photoshop, Figma, Next.js, React, JavaScript, Tailwind CSS

Live Demo: <https://prj-566-nbb-02.vercel.app/>

Case Study: <https://cesca.dev/projects/biteclub.html>

GitHub Repo: <https://github.com/cescaa/BiteClub>

- Led UX/UI design and front-end development of a web application that helps users overcome decision anxiety when choosing where to eat.
- Designed visual assets using Adobe Creative Suite and Figma, including product mockups and presentation graphics, while maintaining branding and a consistent design system.
- Built responsive UI components, ensuring accessibility and performance through QA testing.

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### Seneca Software Developers Club Website | Adobe Illustrator, Figma, HTML, CSS, JavaScript

Live Demo: <https://design-nexus.vercel.app/>

Case Study: <https://cesca.dev/projects/ssdc.html>

GitHub Repo: [https://github.com/cescaa/Design\\_Hacks\\_2024](https://github.com/cescaa/Design_Hacks_2024)

- Designed and developed a responsive website within five days, including custom graphics and UI elements to enhance a college club's online presence.
- Applied UX and accessibility principles (WCAG/AODA), using clear visual hierarchy, descriptive labelling, and readable colour contrast to improve usability.
- Awarded *Best Overall Hack* and *Most Creative Hack* at Design Hacks 2024.

### StarJar: Mobile Game | Adobe Illustrator, Figma, React Native, TypeScript, NativeWind/Tailwind CSS

Case Study: <https://cesca.dev/projects/starjar.html>

- Collaborated in a team to design and develop a mobile app in four days that encourages children to practice delayed gratification through a reward-based system.
- Designed custom visual assets and branding to create an engaging, child-friendly user experience.
- Awarded *Best App* for strong branding and UI design by industry judges.

### The American Tradition: Data Visualization Web App | Figma, Next.js, React, JavaScript, Tailwind CSS

Live Demo: <https://the-american-tradition.vercel.app/>

Case Study: <https://cesca.dev/projects/americantradition.html>

GitHub Repo: [https://github.com/cescaa/the\\_american\\_tradition](https://github.com/cescaa/the_american_tradition)

- Designed and developed an interactive web app that displays U.S. school shooting data.
- Designed the UI/UX and visual direction, using layout, colour, and typography to present complex data in a respectful but impactful way.
- Built a custom REST API and implemented data visualizations to support filtering, search, and data exploration.

### Think Dirty Mobile App Re-Design | Adobe XD, Illustrator

Case Study: <https://cesca.dev/projects/thinkdirty.html>

- Redesigned a beauty app's product-submission form, guided by user research and usability testing.
- Conducted A/B testing to evaluate original design against redesign, measuring usability improvements.
- 100% of user testing participants said re-design was easier to understand and 91% of test participants preferred re-design over original.