Ron Arcayos

Web, UI/UX and Graphic Designer

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PROFILE

Web and UI designer who brings an engineer's logic and a graphic designer's eye to every screen.

Five years of professional experience designing responsive websites, digital interfaces and brand materials for clients in Australia and the Philippines. Turns client requirements into wireframes, interactive prototypes and production-ready layouts in Figma, and builds and maintains sites in WordPress, Webflow and Squarespace. A Computer Engineering degree and current Advanced Diploma of Graphic Design training mean clear visual hierarchy, consistent branding and a practical understanding of how designs get built.

EXPERIENCE

Freelance Web and Graphic Designer
2021 – Present

Independent projects · Australia and Philippines · project-based

- Design responsive websites, digital interfaces, visual identities and marketing materials for clients across a range of industries.
- Develop wireframes, website layouts and interactive prototypes in Figma.
- Produce editorial layouts, advertising and digital assets for print and online.
- Work directly with clients from first concept to final delivery, managing feedback and keeping design consistent.

Web and Graphic Designer, Independent Contractor
May 2022 – Jun 2024

VA Experts · Remote

- Designed responsive websites and user interfaces aligned with client objectives and brand identities.
- Created wireframes, interactive prototypes and visual concepts in Figma.
- Built and maintained WordPress websites with Elementor.
- Produced branding assets and marketing graphics, refining designs with clients and internal teams.
- Kept visual presentation and usability consistent across desktop and mobile layouts.

Freelance Web Designer
Jan 2024 – May 2024

DG Ventures · Remote

- Designed website interfaces and responsive layouts for client projects in Figma.
- Translated business requirements into website concepts, wireframes and visual designs, refining them with stakeholders through feedback rounds.

Web Designer
Sep 2021 – Feb 2022

BBDM Philippines

- Designed responsive website layouts and digital interfaces aligned with client branding.
- Created website graphics, supported site updates and kept visual consistency across digital platforms.

Freelance Graphic Designer
Mar 2021 – Aug 2021

Victory Brands · Philippines

- Created marketing collateral, promotional graphics and social media assets, applying typography, layout and visual identity principles.

SELECTED WORK

Full case studies at ronarcayos.com/work

Prep Kanga
Logistics dashboard web app for a client, researched and designed end to end, now in use

Parliament on King
Brand refresh

Golden Ember
Beer packaging

Ron Studios
Personal brand and portfolio site, designed in Figma, launched on Vercel with an editable CMS

Slow Press
Interactive digital magazine

Sombr
Vinyl album, poster and ticket

Foundry
Type magazine, editorial design

SKILLS

Web and UI/UX	Figma, Adobe XD, responsive web design, wireframing, interactive prototyping, user interface design, information architecture
Web platforms	WordPress, Elementor, Webflow, Squarespace, HTML, CSS
Graphic design	Adobe Illustrator, Photoshop, InDesign, visual identity, typography, editorial and packaging design, print production
Motion	Adobe After Effects, motion graphics
Delivery	Concept development, design presentations, client communication, feedback implementation, project management

EDUCATION

Advanced Diploma of Graphic Design — Expected 2026
TAFE NSW · Design Centre Enmore, Sydney

Diploma of Graphic Design
TAFE NSW · Design Centre Enmore, Sydney

Certificate IV in Design
TAFE NSW · Design Centre Enmore, Sydney

Bachelor of Science in Computer Engineering
Cebu Institute of Technology – University, Philippines