

IAN JOSHUA PABLICO

Graphic Designer | Photo & Video Editor | Web Developer & Automation Specialist

+63 907 365 8585 | ianjoshuamp@gmail.com | San Vicente, Palawan, Philippines | saidyes.online

PROFESSIONAL SUMMARY

Versatile Graphic Designer, Photographer, and Video Editor with 5+ years of experience creating visual and marketing content for local government, tourism, and private clients. Recently expanded into web development and automation by independently designing, building, and launching saidyes.online, a config-driven SaaS website builder for weddings and events, using Next.js, Supabase, and AI-assisted development tools including Claude Code. Hands-on experience with GoHighLevel (GHL) funnel building and OpenAI Custom GPTs, with growing skills in n8n workflow automation. Combines strong creative fundamentals in the Adobe Creative Suite with practical, self-taught technical versatility.

KEY SKILLS

Graphic Design (Adobe Photoshop & Illustrator) | Photo & Video Editing (Premiere Pro, DaVinci Resolve, CapCut) | Photography (Event, Portrait, Product) | Web Design & Development (Next.js, Vercel, Supabase) | GoHighLevel (GHL) CRM & Funnel Building | AI-Assisted Development (Claude, Claude Code, OpenAI/ChatGPT) | Workflow Automation (n8n) | WordPress | Social Media Management | Brand & Marketing Collateral | Attention to Detail | Self-Directed Project Management

PROFESSIONAL EXPERIENCE

Founder & Product Developer

saidyes.online (Self-Employed, Remote) | 2025 – Present

- Founded and independently designed, built, and launched saidyes.online, a config-driven SaaS website builder for weddings and multi-event celebrations, using Next.js, Supabase, Vercel, Resend, and Vercel Blob Storage.
- Designed and shipped 15+ live website templates (e.g., Noir & Gold, Vino, Midnight) through a reusable, config-driven section-and-theme system, enabling fast and consistent design output across the product catalog.
- Built core platform infrastructure end-to-end: a manual GCash payment verification pipeline (Supabase database, admin dashboard, automated Resend email notifications), wildcard subdomain routing and DNS setup, and magic-link authentication.
- Architected multi-site account management for resellers and a category-isolation system to safely expand the platform beyond weddings into additional event types.
- Operate as sole founder, developer, and marketer — using Claude Code as an AI pair-programmer for development, OpenAI Custom GPTs to run a 5-agent marketing team, and hands-on GoHighLevel (GHL) experience building a funnel custom-code generator tool; currently expanding automation skills with n8n.

Freelance Photo Editor

Remote / International Clients | 2022 – Present

- Deliver specialized photo editing across three verticals: event photography (culling, editing, color correction, and categorizing large image volumes), jewelry photography (scratch removal, focus stacking, color/exposure correction, mockup creation), and real estate photography (manual bracket blending, sky replacement, shadow/glare removal).
- Maintain consistent quality and fast turnaround for international clients across varied editing specialties, working independently and remotely.

Graphic Designer | Photographer | Video Editor

Mayor's Office Creative Team, LGU–San Vicente, Palawan, Philippines | 2022 – Oct 2024

- Served as the Mayor's dedicated photographer, capturing official events, portraits, and promotional materials for local government campaigns.
- Designed brochures, flyers, posters, t-shirts, illustrations, logos, and banners using Adobe Photoshop and Illustrator for public communications and events.
- Edited and produced promotional and campaign videos using Adobe Premiere Pro, DaVinci Resolve, and CapCut.
- Delivered end-to-end visual storytelling for local government campaigns, from concept through final delivery.

Graphic Designer / Photographer

Tourism Office, Municipality of San Vicente, Palawan, Philippines | 2021 – 2022

- Designed brochures, flyers, posters, and banners for tourism promotions using Adobe Photoshop.
- Edited and produced promotional videos for tourism campaigns using Adobe Premiere Pro.
- Captured photography for tourism campaigns and municipal events, aligning visual content with the office's branding strategy.

Freelance Graphic Designer

San Vicente, Palawan, Philippines | 2019 – 2021

- Created brochures, flyers, posters, and banners for local clients, tailoring designs to each client's brand and specifications.
- Applied advanced photo manipulation and color correction techniques to deliver polished, client-ready visuals.
- Consistently delivered projects on time while maintaining high quality standards for a range of local business clients.

TECH PROFICIENCY

Design & Creative: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, DaVinci Resolve, CapCut, Canva

Web & Product Development: Next.js, Vercel, Supabase, Resend, WordPress

CRM, Automation & AI: GoHighLevel (GHL), n8n (developing), Claude & Claude Code, OpenAI/ChatGPT (Custom GPTs), Facebook Ads Autopilot

Photography Specializations: Event, Portrait, Jewelry, and Real Estate (focus stacking, sky replacement, exposure blending)

EDUCATION

Bachelor of Arts in Political Science — Palawan State University | 2011 – 2016

Mikrotik Network Engineering — Full Bright College | 2019

Continuing Education (kurso.ph): Social Media Management, Graphic Design with Canva, WordPress & Marketing Copywriting, Facebook Ads Autopilot

Currently self-studying: n8n workflow automation, GoHighLevel (GHL) CRM & site building, and AI-assisted development with Claude — ongoing