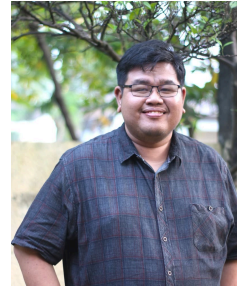


Titus Jr David Laxa

MULTIMEDIA ARTS INSTRUCTOR · PROGRAM HEAD · UX DESIGNER

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San Fernando, Pampanga, Philippines · Born 24 March 1988 · Filipino · Married



Multimedia arts educator and UX designer with nearly two decades in visual communication. Program Head of the Bachelor of Multimedia Arts at STI College San Fernando and Chief Design Officer of Cortanatech Solutions, bringing current industry practice in product design, branding and web development into the classroom. Holds an MA in Visual Arts from Universiti Malaya, with research on visual framing in nonprofit campaigns, and a decade of working ties to Malaysia.

TEACHING EXPERIENCE

Feb 2025 – Present

BMMA Instructor & Program Head

STI College San Fernando, Pampanga

- Head the Bachelor of Multimedia Arts programme, overseeing curriculum and cohort progression.
- Teach Interactive Media Design and Multimedia Seminars (2026–27); previously Film Production, Multimedia Publishing, Multimedia Seminars and Digital Photography (2025–26).
- Coordinated Capstone Project 1 and 2 for the 2025–26 BMMA4 cohort: 4 groups, 17 students, through to final defence.
- Coordinate seminars for multimedia arts students: secure guest speakers from animation studios and broadcast media, and organise studio and TV-station field trips.
- Develop full course materials and syllabi across the programme's media and design subjects.
- Mentor students in both the craft and the critical analysis of visual media.

Jun – Nov 2014

Graphic Design Instructor (part-time)

AMG Skilled Hands Technological College, Philippines

- Taught vocational students Adobe Illustrator, conceptualisation and design principles.

INDUSTRY EXPERIENCE

Jun 2024 – Present

Chief Design Officer & Founder

Cortanatech Solutions Inc., Philippines

- Founded and lead a digital solutions company serving nonprofits, churches, schools and startups.
- Direct product design across StewardTrack (church finance and membership), Kalinga (child sponsorship), Katiwala (nonprofit finance) and Mesa (QR menu and ordering SaaS for cafés).
- Own end-to-end UX: user research, information architecture, wireframing, high-fidelity design in Figma, design systems, and front-end build in Next.js and Supabase.
- Designed and built the registration website and post-event website for Taylor's Impact Lab Conference 2025, Malaysia.
- Lead brand strategy, competitive research and go-to-market: pitch decks, beta programmes and social campaigns.

Jul 2016 – Present

Senior Graphic Designer (part-time)

Kuala Lumpur Baptist Church, Malaysia

- Create print and online visual materials for the church's annual and recurring events, including bilingual English–Chinese campaigns.

Jul 2012 – Aug 2019

Senior Graphic Designer

Kapatid Ministry, Inc., Philippines – nonprofit partnering with local churches to serve marginalised communities

- Built the organisation's branding across all communication materials.
- Oversaw design and editing of promotional materials and video reports for its programmes.
- Conceived and launched weekly and monthly programme updates on social media; handled visitor engagement.
- Developed and maintained the organisation's website (redesigned in 2026 via Cortanatech).

Jan – May 2018

Graphic Designer

North Park Restaurants, Philippines

- Designed menus and flyers for the restaurant group.

EDUCATION

2024

Master of Arts (Visual Arts)

Universiti Malaya, Malaysia

Dissertation: “Why Are You Smiling?” – postcolonial visual framing in World Vision Philippines campaigns.

2011

Master of Arts (Community Transformation)

International Graduate School of Leadership (IGSL), Philippines

2007

Bachelor of Fine Arts (Advertising)

Far Eastern University, Philippines – Magna Cum Laude

TALKS & PROFESSIONAL DEVELOPMENT

Seminar talk	“The UX Designer's Guide to Surviving the AI Apocalypse” – for multimedia arts students, STI College San Fernando.
In progress	Google UX Design Certificate (Coursera), 2026.

SOFTWARE & TECHNICAL SKILLS

Graphic design	Adobe Photoshop, Illustrator, InDesign, Lightroom; Canva
UX & product	Figma, design systems, wireframing, prototyping, user research
Web	Next.js, Supabase, WordPress
Video	DaVinci Resolve, Wondershare Filmora
AI tools	Claude, Codex – AI-assisted design, writing and development workflows
Art	Traditional sketching and painting; digital illustration in Procreate

TEACHING APPROACH

- Guide students not only in making art but in studying, analysing and interpreting it – cultivating a critical liberal-arts mindset.
- Industry-active practitioner: brings current product design and technology practice directly into the classroom.
- Comfortable in multi-ethnic environments, with a passion for helping the next generation develop a love for the visual arts.
- A collaborator by default, working towards the shared welfare of students and institution.

LANGUAGES & REFERENCES

Languages	English – proficient · Filipino – native · Bahasa Malaysia – conversational
References	Available on request.