

# Mai Crespo

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## UI/UX and Web Designer | Interactive Experiences

UI/UX and Web Designer specializing in visual design, user research, and interactive prototyping, with a focus on intuitive, user-centered digital experiences.

### Projects

#### Lead Visual and UI/UX Designer

Got It [App] | August, 2025 - December, 2025

- Led the visual direction and UI design across the product, including wireframes, branding, and marketing collateral.
- Designed and delivered core brand assets, including logo, style guide, brochure, business cards, stickers, merchandise, and booth design.
- Prototyped end-to-end user flows for the Got It application using Figma.
- Conducted user research and applied design thinking methodologies, including interviews, surveys, and usability testing, to inform design decisions.

#### Lead Visual and UI/UX Designer

Daybreak [Game] | January, 2025 - April, 2025

- Designed and developed the game's visual assets, including environments, characters, enemies, obstacles, and interactive objects.
- Led the creation of the game's visual identity, including the splash screen and logo.
- Produced the game trailer and marketing video to support presentation and promotion.
- Created wire frames to better layout the sequence and flow of the game
- Led the team to game flow sequence and research game functionality
- Managed the team's overall creative productivity

### Filipino Work Experience

#### UI/UX Designer

Yondu Inc. | April 14, 2023 - August 15, 2024

- Mapped user flows and defined core product functionality to align with UX goals, contributing to a 20–50% increase in revenue.
- Designed low- and high-fidelity wireframes that improved task completion by 30% and reduced bounce rates by 40%.
- Collaborated closely with product and development teams to translate business requirements into usable, scalable interfaces.
- Developed internal visual assets and team logos to support brand consistency and employee engagement.

### Skills & Abilities

#### Technical

- Figma/Figjam
- Miro
- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Procreate
- Microsoft Office
- Jira/Kanban board
- Visual Studio Code
- Word press
- Search Engine Optimization
- AutoCAD
- Blender

#### UI/UX Design

- Low and High fidelity design
- Prototyping
- Design Systems creation
- Design Thinking
- User Testing
- Agile/Scrum Methodology

#### Animation and Graphics

- Vector motion graphics
- Traditional animation
- Game sprites/asset creation
- Character Illustration
- Background Illustration

#### Language

- HTML
- CSS
- Javascript
- React
- Vite
- English
- Tagalog

## UI/UX Designer

Stratpoint Global Outsourcing Inc. | May 24, 2021 - April 13, 2023

Similar to the work experience above with the addition of:

- Led design thinking workshops and facilitated user interviews to uncover insights, increasing customer satisfaction by 25% and reducing support inquiries by 15%.
- Built and maintained design systems to ensure consistent branding across products, cutting iteration time by 20% and improving brand recognition.
- Conducted user research and usability testing to inform UI/UX decisions, increasing engagement by 20% and usability scores by 35%.

## UI/UX Designer | Graphic Artist

COLEUS Group of Companies | October, 2020 - May, 2021

- Created on-brand social media content, ad posters, and custom illustrations, wireframes, and marketing collaterals, boosting engagement by 30% and strengthening brand recognition by 20%.

## Sticker Designer and Vendor

Komiket [event] | May, 2024

- Designed and sold 60+ custom stickers and 10 personalized comics in 3 days, creating unique, on-brand visuals and client-tailored illustrations.

### Canadian Work Experience

## Part-time Sales Associate

Dream Collective | October, 2025 - Current

- Greet customers and provide helpful service to drive sales and upsells.
- Process transactions, returns, and exchanges accurately.
- Answer product questions, restock shelves, and organize displays.
- Promote events, loyalty programs, and offers.
- Maintain store cleanliness and safety.

## Part-time Server

Kamamarui Ramen and Don | August, 2025 - September, 2025

- Greeted guests, took food and beverage orders, and delivered ramen, drinks, and tea to tables in a timely and friendly manner.
- Maintained knowledge of menu items to answer customer questions and ensure accurate order entry.
- Restocked and organized to-go utensils and supplies to support smooth service flow.
- Assisted kitchen staff by preparing noodles and ensuring ingredients were ready during peak hours.
- Cleaned and sanitized restrooms, dining area, and overall restaurant environment; swept and mopped floors to maintain health and safety standards.
- Washed, dried, and organized kitchenware and utensils to support kitchen efficiency.

### Education

## Digital Design and Development Diploma

British Columbia Institute of Technology

September 2024 - June 2026

## Character and story flow Animation Workshop

Toon City Academy

August - October 2019

## Industrial Design

Bachelor of Fine Arts and Design

University of Santo Tomas

August 2015 - June 2019

- Dean's Lister Award
- Best Thesis Award

### Volunteer

## Facilitator

EXNW [event] | July 19, 2025

- Assisted with guest check-in and badge distribution, ensuring a smooth and organized registration process.
- Directed attendees to event sessions and venues, providing clear guidance and on-site support.
- Organized and prepared event materials, including sorting and managing attendee badges.

### Internship

## Lead Exhibition Designer

Design Center of the Philippines

June 2018 - August 2018

- Led and organized a creative workshop exhibition, reducing prep time by 30% and increasing turnout by 20%.
- Designed event and ad posters, boosting sign-ups by 25% and awareness by 15%.
- Managed layout and logistics, achieving 90% positive attendee feedback.
- Created custom ID designs for brand consistency, praised by clients.