Bernardo Vilas Jr.

UX & Product Strategy

bvilasjr@gmail.com • linkedin.com/in/bvilas

+63 946 404 6666 • https://vil.as

EXPERIENCE

Creative Lead

Surf Giveaways   Sep 2019 – Aug 2024

- Partnered with brands like Amazon Prime Gaming, HP, EA Games, GFUEL, Bud Light, and more to improve engagement through tailored campaign experiences.
- Helped design and launch giveaway campaigns that reached millions of users, delivered 20M+ total interactions, and gained 3M+ followers across multiple brand activations.
- Contributed to building a design system to improve consistency and cut launch time by 25%.
- Collaborated with developers and marketing teams to design the giveaway system and produce client visuals and marketing content.

UI/UX Designer

Infor   Oct 2018 – Aug 2019

- Worked on UX design for enterprise financial software to improve user workflows and overall interface usability.
- Contributed to building a design system with other designers to support consistent and scalable interfaces.
- Worked with developers and stakeholders to align design with business goals and user needs across the entire project cycle.

Freelance Designer

Self-Employed   Aug 2017 – Sep 2018

- Worked with startups and companies on graphic design, web design, UX, branding, and basic web development.
- Communicated directly with CEOs and teams to help plan products and improve online presence.
- Created branding guidelines, prototypes, and visuals to support faster launches and consistent design.

UI/UX Designer

Bayview Technologies   May 2014 – Aug 2017

- Designed and optimized user interfaces for online gaming platforms and increased user engagement by 15%.
- Created prototypes and design assets to support development and ensure consistent UX across web and mobile platforms.

Junior UI Designer

Klab Cyscorpions   Apr 2012 – Apr 2014

- Designed UI for Android mobile games, apps, and websites improving interfaces and user experience.
- Collaborated with game developers to ensure optimized and responsive UI assets

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SKILLS

Design & Product

Product & Design Thinking, UX Strategy, Design System Management, User Research, Journey Mapping, Wireframing, Prototyping, Interaction Design, Accessibility, Usability Testing, Design Ops, Agile Collaboration

Tools

Figma, Sketch, Photoshop, Illustrator, Framer, Whimsical, Zeroheight, Frontify, Zeplin, Notion

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CERTIFICATIONS

IBM Product Owner, March 2025

- Gained expertise in Agile product development, backlog management, stakeholder communication, and Scrum frameworks to drive product vision and strategy.