

Carl Dabe Cruz

UX Designer

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<https://carldabe29.github.io/carl-dabe/>

Experience

UX/UI Designer — Cognitif Incorporated

Oct 2022 - Present

- Design user journeys, prototyping, solving UX issues, and refining with developers.
- Design 85% of empleyado's UI Kit in Adobe XD, 54.5% in Figma.
- Deliver high-fidelity wireframes and prototypes in a week.
- Reduce design iterations by 30% with prototyping.
- Reduce user errors by 20% with better onboarding UX.
- Apply 70% of feedback in first revision.
- Maintain 100% brand guideline compliance.
- Design 45.5% of empleyado's marketing materials.

Key Projects:

- empleyado E-Commerce Website:** Innovative e-commerce for flexible buying management.
- empleyado Lite:** All-in-one HR and payroll mobile app for SMBs.
- empleyado Login & Registration Platform:** Secure, seamless authentication with flexible access.
- empleyado Workforce Management:** Streamlined process management for productivity and collaboration.
- empleyado Accounting Management:** Smart financial management with control and insights.
- empleyado Marketing Website:** HRIS for hiring, support, and optimized growth.
- empleyado Employee Records Management:** Employee data management made easy.

Freelance WordPress Developer

— Media Shark

Jun 2025 - Aug 2025

- Designed and developed fully responsive websites of different business types.

To view the full sites, visit the links below:

<https://verdantcovenplantco.com/>
<https://thirstyfirstdtsp.com/>
<https://centralcigarsdtsp.com/>
<https://optimumservicesllc.com/>

Part-Time WordPress Developer

— empleyado, Incorporated

Jan 2024 - December 2024

- Achieve 95% accuracy in implementing UI/UX designs.
- Designed a 95% responsive, user-friendly empleyado website with WP plugins.
- Optimize 100% of web pages for SEO best practices.
- Delivered 100% branding support with cohesive graphics and materials.
- Enhanced and optimized the website biweekly for seamless UX.

Key Features & Integrations:

- Elementor & Plugin Development:** Expert in Elementor customization, SEO, and form plugins.
- AI Chatbot Integration:** Integrated Emloy AI chatbot with FastBots for seamless communication.
- Google Analytics Integration:** Configured Google Analytics for tracking and insights.
- Online Ticketing Support & Recruitment Systems:** Built ticketing and recruitment systems with email templates using HTML, CSS, PHP, and JavaScript.

To view the full site, visit the link below:

<https://www.empleyado.com/>

Front End Web Developer Intern

— Mr. Geek Philippines, Incorporated

Mar 2022 - May 2022

- Design and refine the PNPAAL & Mr. Pluffy website, implement WordPress assets, configure plugins, develop user pages, fix issues, and create marketing collaterals.

To view the full site, visit the link below:

<https://pnpaaii.online/>
<https://www.mrpluffy.com/>

Education

Bachelor of Science in Computer Science

— Adamson University

Aug 2016 - May 2022

Skills

UX/UI Designing & Researching, Usability Testing,
Web & Mobile Designing, Web & WordPress
Development, SEO, WCAG Testing, Graphic
Designing, Photo Editing

Software & Tools Used

Figma, Adobe XD, Balsamiq, Adobe Photoshop,
Canva, WordPress, WP plugins (Elementor,
WooCommerce, Yoast SEO, Wincher, Google
Analytics, FastBots Chatbot AI, Ninja & Fluent
Forms), MS Visual Studio Code