

CES KARLO JOSE OBCENA

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ABOUT ME

Confident and results-driven professional with 5+ years in customer service and workforce management, with a strong focus on real-time analysis in call centers. Now eager to channel my data insights into UI/UX design, combining a people-first approach with data driven design decisions. Ready to bring a unique perspective to creating seamless, user-centered experiences.

EDUCATION

CIIT College of Arts and Technology

Aug 2024 – Oct 2024 • Specialist

Degree in

UI/UX Designs Essential

University of the East

2007 - 2009 • Undergraduate

BS Information Technology

EXPERIENCE

Ingnius Systems - January 2025 to November 2025

Junior UX Designer

- Work with the product designer to brainstorm and plan new feature ideas
- Create wireframes, mock-ups, and prototypes for both new and current products
- Improve designs based on what users say and do
- Keep design specs and system docs up to date
- Explain design choices clearly using data and insights

Freelance - November 2024 to December 2024

UI Designer

- Designed detailed UI mock-ups that captured the platform's key workflows.
- Built interactive prototypes to demonstrate how users would navigate core services.
- Focused on intuitive interactions to make the platform easy to use.
- Ensured that every design decision supported business goals without compromising usability.

BroadPath - December 2022 to July 2024

Real-Time Analyst

- Monitor and analyze real-time data to ensure optimal performance in meeting business objectives.
- Generate timely reports and provide insights to support informed decision-making.
 - Collaborate with operations to address challenges, implement improvements, and achieve performance targets.

Concentrix - January 2022 to November 2022

Associate Real-time Management

- Gives an overview of the business where the target of the business is visible
- Generating reports to help management in making decisions that are critical to the business.
- Working closely with operations, to help monitor the incoming volumes and ensure that client targets are achieved.
- Recognize and communicate challenges and areas of improvement during, and after scheduling cycles; provide solutions to meet staffing expectations at the interval level.

Satellite Office - June 2021 to October 2021

Client Services Coordinator

- Provided customized merchandise solutions to clients.
- Created presentation decks using MS PowerPoint and/or Canva.
- Engaged in ideation and sourcing as integral parts of delivering client solutions.

Sutherland Global Services - March 2019 to May 2021

Reporting Analyst

- Designed and generated daily comprehensive reports offering an overview of the entire business.
- Delivered analytical solutions-based suggestions to assist in critical business decision-making.

Stellar Philippines Inc. - October 2016 to March 2019

Real-Time Analyst

- Designed and generated daily transparent standard reports.
- Provided analytical suggestions for critical business decisions.
- Collaborated with operations to enhance real-time processes and performance.
- Contributed to team efficiency through proactive problem-solving.
- Ensured accurate and timely communication of data insights to relevant stakeholders.

Stellar Philippines Inc. - June 2013 to October 2016

Travel Specialist

- Managed travel arrangements for groups, couples, executives, and special needs clients.
- Responded promptly to clients' questions, issues, and complaints, providing effective solutions. • Maintained a high level of customer satisfaction through efficient services.
- Addressed inquiries and resolved issues and complaints related to various travel arrangements.
- Conducted thorough research on travel destinations, ensuring accurate and up-to-date information for clients' itineraries.

Sykes Inc. - March 2010 to April 2011

Data Encoder

- Detected and rectified data entry errors, preventing duplication across systems.
- Reviewed and updated account information within the company's computer system.
- Identified, corrected, and reported data entry errors, ensuring data accuracy and integrity.

SKILLS

● **Real-Time Analysis for Decision-Making**

Proficient in designing and generating transparent standard reports, providing valuable insights for effective decisionmaking.

● **Data Management and Accuracy**

Skilled in identifying and rectifying data entry errors, ensuring precision and integrity in information. ●

Multitasking and Critical Thinking

Proven ability to handle diverse responsibilities, such as addressing real-time operational challenges.

● **Problem Solving**

Demonstrated proactive approach in addressing challenges during scheduling cycles and finding effective solutions. ●

Effective Communication

Strong communication skills for seamless interactions with team members and stakeholders.

● **Prototyping and Interactions**

Skilled in creating interactive prototypes with animations and transitions to demonstrate app flow, enhancing user testing and client presentations without needing code.

● **Plugins and Integrations**

Uses plugins to enhance productivity (e.g., for icons, animations, mockups).

● **User Experience (UX) Research and Wireframing**

Competent in creating wireframes and low-fidelity designs based on UX research insights, prioritizing user needs and usability early in the design process.

