SHIELA MAE PALAD

UI/UX DESIGNER

⊙ Manila, Philippines ✉ shielamaevpalad@gmail.com 🌐 shielamaepalad.vercel.app

A detailed-oriented and design-driven individual with a strong passion for aesthetics and user-centered solutions. Committed to refining skills in UI/UX design to build seamless and visually engaging digital experiences while striving for professional growth in the field.

SKILLS

User Interface Design	Wireframing	Figma
User Research	User Interview	Canva

PROJECT

Freshly   Jan - Apr 2025

- Freshly an online wet market that offers convenience, it connects you with local wet market shop in your area, allowing you to order fresh, affordable, and high-quality produce for delivery.

  Skills: Product Design · UX Research · UI Design · User Flow · User Persona · User Interview · Wireframing

  See Project: shielamaepalad.vercel.app

EXPERIENCE

Design & Student Coordinator   Aug 2023 - Apr 2025
Torchbearers Philippines

- Designed and developed digital materials, enhancing the organization's branding and communication, resulting in a 60% growth in audience reach.
- Organized and coordinated events for seamless execution and impactful experiences, resulted in attracted new partnerships, strengthening the organization's network and support.
- Led annual evaluations for high school students in a mental health coaching program, providing guidance and support.

Assistant Guidance Counselor (Intern)   Jan - Mar 2023
Deparo High School

- Assisted in organizing mental health programs, event coordination, and helped process student concerns by providing problem-solving assistance and emotional support.

Human Resources Assistance (Intern)   Nov 2022 - Jan 2023
Integrated iLink Corp.

- Assisted in organizing employee records, data entry, and distributing pay slips, ensuring accurate and efficient HR operations.

EDUCATION

UI/UX Design Essentials   Jan - Mar 2025
CIIT College of Arts and Technology

Bachelor of Arts in Behavioral Science   2019 - 2023
University of Caloocan City