

WORK EXPERIENCE

02.2014 - present

Art Director

Workday, San Francisco, CA

Complete UX/UI work on SYMAN Engineering's normalization tool, Manifold. Addressed rapid prototyping needs for upcoming product features by developing a framework, Dachshund, built on Jade and SASS.

03.2012 - 02.2014

Art Director

Identified Inc., San Francisco, CA

Primarily responsible for Identified's over all brand direction. Heavily involved in web and mobile (iOS) app's visual design. Created and maintained an in-depth company identity style guide that covers web, print and video. Managed the sales and marketing design team.

10.2011 - 03.2012

UX Designer

Identified Inc., San Francisco, CA

In collaboration with the design team, conceptualized user experiences for the Identified web app through a number of brainstorming sessions. Tools used range from paper prototypes to wireframing software to graphics editors for final mockups.

01.2010 - 07.2011

Senior Interactive Media Designer

Aleph Labs, Singapore

Designed highly usable interfaces for websites, iPhone and Android apps, desktop apps and device UIs for major financial institutions, both local and international. Attended client meetings to facilitate project scheduling, scope and after-sales support.

10.2009 - 01.2010

Front-End Designer

Yellowasp Web Agency., Makati City, PH

Conceptualized and designed websites for prominent brands from various industries. Most notably, Globe Telecom's Business segment portal.

01.2007 - 10.2009

Senior Web Designer

The Design People Inc., Ortigas Center, PH

Designed custom websites with primary focus on consumers in the US Real Estate sector. Spearheaded the company photoshoot for two consecutive years.

EDUCATION

2004

B.S. Computer Science

De La Salle University - Dasmarias, Cavite, PH

2000

Secondary Diploma

Malate Catholic School, Manila, PH