Ellesa Sabasaje
User Experience & Visual Designer

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EXECUTIVE STATEMENT why i do what i do

A resourceful leader who possesses proven know-how to combine creative design with user experience (UI/UX) best practices, resulting in better consumer engagement, conversion rate and revenue. With over 7 years of experience, I still love the challenge of crafting inclusive, impactful solutions that deliver value to as many people as possible.

EXPERIENCE where i've learned and grown

Sr. UX Designer
Oct 2016–Jul 2018
ePLDT

Part of the company's key R&D group and Experience Creation team, I deep dived into ePLDT customer experiences, tasked with the design challenge to explore future-state applications and digital channels. I helped the team define its own UX standards, product design process and innovation pipeline, embedding design thinking into the culture.

UX Engineer & Front-end Developer
Nov 2015–Jul 2016
Nimbyx

Working on two major projects, I took charge of designing and developing the style guide and CSS frameworks. Handling research, wireframing, prototyping, high-fidelity mockups and user flows, I saved hours of development time by working closely with clients to rapidly iterate on UI solutions.

Lead UI Designer & Front-end Developer
Sep 2014–Nov 2015
Kite Systems

Working with a global team of developers and designers, and dealing with the highest levels of security, I broke new ground by styling for a crossover between ASP and .Net, designing the UI for the mobile app for HongKong's biggest music festival, and creating a mobile video experience for the world's biggest cable news network.

UI Designer & Web Developer
May 2011–Jul 2013
John Scott School of Voice

To digitize the music classroom experience, I handled everything in the UX and front-end spectrum: user flows, wireframes, prototypes, visual design and microcopy. I leveraged hands-on user research to design a smart voice analysis program and student management system.

EXPERTISE what i bring to the table

User Experience Design
Managing UI & Design Teams
Lean UX
Sketching & Wireframing
Visual Design
Usability Testing
User Research
Mobile & Responsive Design
Rapid Prototyping
Front-end Development
Agile Scrum

DESIGN TOOLS

Sketch	Omnigraffle
Figma	Photoshop
Invision	Illustrator
Framer	After Effects

DEV STACK

HTML5	Sass
CSS3	Git
Javascript	Jekyll

EDUCATION & TRAINING what i've studied

UX Certification Training
2018
OnOff Group

Computer Science, Bachelor's Degree
2003
Ateneo de Cagayan