

# Ellesa Sabasaje

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Manila, PH

Hands-on design leader with over 8 years of experience crafting inclusive, impactful solutions that deliver value to as many people as possible. Currently seeking roles and opportunities within Europe.

## EXPERTISE what I bring to the table

End-to-end Product Design  
UX Management  
Lean UX  
Google Design Sprints  
User Research & Testing  
Prototyping  
Mobile & Responsive Design  
UI Development  
Dual-track Agile  
Design Systems

### Tools

Sketch	Photoshop
Adobe XD	Illustrator
Invision	After Effects
Framer	HTML5
Abstract	CSS3
Zeplin	Sass
	Javascript

## EDUCATION & TRAINING what I've studied

**Nielsen-Norman Group**, 2019  
UX Certification Training

**AJ&Smart**, 2019 (Ongoing)  
Design Sprint Master Course

**ON/OFF Group**, 2018  
UX Certification Training

**Xavier University - Ateneo**, 2003  
B.S. Computer Science

## EXPERIENCE where I've grown

### UX Researcher, Aigent, B.V.

Sep 2018 — Present

As the sole UX practitioner, I developed and oversaw Wizard of Oz programs across a large testing group to validate AI-based product features, saving hundreds of man hours every quarter. I also developed and managed the Aigent design system.

### UX Manager, Cambridge University Press

Oct 2018 — Mar 2019

Managing a global team of 8 designers, I started the company's first UX Center of Excellence. I worked closely with the agile leads to lay the groundwork for operationalizing design and research, developing the UX KPI scorecard and advocating for a design-driven culture.

### Sr. UX Designer, ePLDT

Oct 2017 — Jul 2018

Part of the company's key R&D group and Experience Creation team, I deep-dived into 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.

### UX/UI Developer, Nimbyx

Dec 2015 — Aug 2016

Working on two major projects, I took charge of designing and developing the style guide and CSS frameworks. Part of a multidisciplinary UX team, I worked on research, wireframing, prototyping, visual design and interaction design.

### Lead UI Designer, Kite Systems

Sep 2014 — Oct 2015

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 prototyping a mobile video experience for CNN Go.