Aizel Marie L. Escoto

UI / UX DESIGNER

📞 09554230181   ✉ amarie.escoto@gmail.com   🌐 escotoaizel.vercel.app   📍 Pampanga, Philippines

EDUCATION

Bachelor of Science in Information Technology Major in Web Development

Holy Angel University

2019 - 2023 (Tertiary)

Technical Vocational Livelihood with Area of Specialization in Cookery

Angeles City National Trade School

2017 - 2019 (Senior High School)

EXPERTISE

- UI/UX Designing
- Web Designing
- Graphic Designing
- Low, Mid, High Wireframing
- Prototyping

SKILLS

- Figma
- Adobe XD
- Adobe Photoshop
- Canva
- MS PowerPoint

EXPERIENCES

Lead UI/UX Designer   Jan 2024 - Apr 2024
VisionSidekick | Florida, United States

- Led UI/UX design tasks for VisionSidekick, an AI-vision board generator powered by Dall-E 3, overseeing the project from inception to completion.
- Developed low-fi wireframes and progressed to high-fidelity designs, ensuring optimal user experience and functionality.
- Conducted extensive research on design trends and analyzed competitor approaches to deliver innovative and user-friendly interface solutions, collaborating closely with project managers and developers throughout the project lifecycle.

Lead UI/UX Designer   Jan 2024 - Apr 2024
PitchPrfct CRM | Florida, United States

- Led UI/UX design processes for PitchPrfct CRM, working on the development from initial sketching of low-fidelity wireframes to the creation of polished, user-friendly designs.
- Conducted extensive market research and competitor analysis to inform design decisions, leading to the integration of innovative features such as customizable color preferences and streamlined workflows, enhancing user experience and retention rates.
- Fostered effective collaboration between cross-functional teams, including clients and developers, ensuring seamless communication and alignment with project goals, which resulted in on-time delivery and exceeded client expectations.

UI/UX Designer   Jul 2023 - Dec 2023
Shinefy | California, United States

- Played a key role in crafting visually compelling UI interfaces for Shinefy's AI video generation website, with a specific focus on the dashboard section and overall in-app features. This was crucial in creating a seamless and engaging user experience.
- Successfully redesigned and streamlined in-app features, achieving a remarkable 90% improvement not just in aesthetics but also in the overall user experience. This overhaul enhanced efficiency and simplified complex tasks for both the internal team and end-users, particularly within the dashboard section.

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SKILLS

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- Adobe Photoshop
- Canva
- MS PowerPoint

- Created wireframes, sitemaps, user journeys, user flows, prototypes, process flows, and user interface specifications.
- Collaborated closely with the senior UX designer, developers, and project managers to ensure the smooth integration of design concepts.

Lead UI/UX Designer
Schedlify | California, United States

Jul 2023 - Dec 2023

- Led the design strategy for Schedlify, a dynamic calendar app facilitating simultaneous content uploads to social media.
- Focused on crafting an intuitive dashboard, employing a design-thinking approach to ensure a seamless user experience and real-time content management.
- Innovatively designed the publishing section to optimize the scheduling process with user-friendly features and visual cues.
- Produced wireframes, sitemaps, user journeys, user flows, prototypes, process flows, and user interface specifications.
- Collaborated with the senior UX designer, developers, and QA engineer to using Agile Scrum Methodology ensuring smooth integration of concepts from design to implementation of Schedlify.

UI/UX Designer & Researcher
Holy Angel University

Aug 2022 - May 2023

- **Capstone Project:** Contributed to the research and development of Veritru, a web3 fact-checking application leveraging Blockchain technology to battle counterfeit news and false information by creating web-based platform where users can submit content or articles to review the credibility and authenticity of information.

Technical Designer Intern
Hooli Software

Jul 2022 - Oct 2022

- Designed the UI, and created design components of ordering systems for Grub Market Grow's web application on AdobeXD.
- Created and designed social media graphics on Canva for Breached Me's social media accounts on LinkedIn, Facebook, and Twitter, which helped increase brand awareness and engagement with customers.
- Developed coupon voucher designs for Kuponji using Canva.