GRACE VILLAVER, HFI-CUA

EXPERIENCED UX/UI DEVELOPER

Certified Usability Analyst (CUA)

CERTIFICATION AUTHORITY
Human Factors International

LICENSE NUMBER
2016-6049

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PORTFOLIO

https://gracevillaver.github.io

WORK EXPERIENCE

● **UX UI Manager**

FirstTree Ventures / *February 2018 - Present*
Setting experiential design standards that enable the learnability, consistency, and quick adoption of First Tree products and services relative to their target users. Working closely with the product team and business owners to study and develop user journeys/flows, user stories, wireframes, and prototypes, which lead to the deployment of design solutions. Continually examine our existing products and propose solutions to key user frustrations and experiential bottlenecks. Finding ways to translate these experiences into design solutions and improvements.

● **Sr. UX UI Developer**

QUAD X / Subsidiary of LBC / *August 2013 – January 2018*
Interpret business needs and integrate UX strategy in creating usable design concepts. Produce functional front-end experiences that will complement the back-end, as designed by outsourced software development teams. Interview users, research market data, and gather findings to enhance qualitative capabilities in understanding the market to create customer-centric enhancements. Conduct user acceptance tests and research for ways to improve design features. Develop UI mockups and prototypes that clearly illustrate how sites function and look like.

● **Online Communications' Designer**

INTERNATIONAL ORGANIZATION FOR MIGRATION / *August 2012 – August 2013*
Design visually attractive interfaces based on principles of design and usability. Interpreting input and then creating and producing the look and layout of a range of multimedia products such as Web and Graphic collaterals and look and feel of IOM and Missions' assets. Creating, and maintaining IOM's presence on social media websites using creativity to generate awareness. Working collaboratively with different Missions to ensure design concepts are delivered accordingly.

● **Sr. Web Designer II**

OSRP LLC / *April 2009 – August 2012*
Interpreting marketing input and then creating and producing the look and layout of a range of multimedia products and overall look and feel of all PC Mall sites and web assets. Working collaboratively with UI designer, developers, and programmers to ensure design concepts are delivered accordingly. Design user interfaces for websites & web-based applications including visual look & feel, graphics, styles, navigation and layout. Look for ways to evolve the user experience in the form of smart design solutions and new user interactions.

ACHIEVEMENTS

● LEAD UX/UI DEVELOPER - ShippingCart.com
Developed Shipping Cart from an unknown brand to 100K active users today. Consistently hits the > 68 percentile mark (SUS) which translates to most people finding the whole experience of ShippingCart easy to understand and delightful to use. Was instrumental in bringing down the first 3-year average bounce rate of ShippingCart of about 50% to 38% in the last quarter of 2017.

● LEAD UX/UI DEVELOPER
xpost.ph

● 2014 MARCH
Best Performer Awardee

● 2012 JUNE
Q1 Top Performer

● 2011 JULY
Encore Awardee

● 2011 JULY
Outstanding Team Player

● 2011 JUNE
Most Creative Designer
People's Choice Award

● 2011 JULY
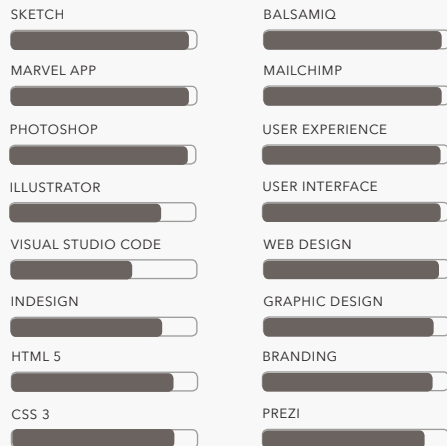Encore Awardee

● 2011 APRIL
People's Choice Award

● 2010 SEPTEMBER
Outstanding Team Player

● 2010 DECEMBER
Awarded Avante Garde
Distinguished service and valuable contribution to the company.

● 2009
1st Place Ranking - Thesis
System Software and Development

Responsible for the layout design/GUI, documentation and Quality assurance testing of our System DJNRM Hospital Inventory, E- Procurement and Supplies Payable System

SKILLS / TECH

SKETCH	BALSAMIQ
MARVEL APP	MAILCHIMP
PHOTOSHOP	USER EXPERIENCE
ILLUSTRATOR	USER INTERFACE
VISUAL STUDIO CODE	WEB DESIGN
INDESIGN	GRAPHIC DESIGN
HTML 5	BRANDING
CSS 3	PREZI

PERSONAL STRENGTHS

- High sense of responsibility
- Excellent skills in communication and collaboration
- Highly inquisitive
- Creative and resourceful
- Artistic, reliable
- Results-oriented, team player
- Flexibility & Creativity
- Self-Management Skills

EDUCATION

TERTIARY
**Bachelor of Science
in Information Technology (BSIT)**
2005 - 2009
Polytechnic University of the Philippines
Sta. Mesa, Manila, Philippines

COURSE ATTENDED

- **User Experience Foundation**
  February 15–16, 2016

- **User-Centered Analysis**
  February 17–19, 2016

- **The Science and Art of Effective Web & Application Design**
  February 29 - March 2, 2016

- **Usability Testing**
  March 3-4, 2016

TRAININGS / SEMINARS ATTENDED

- **AGILE Practitioner Training**
  July 7-8, 2016
  Pre Certification training for AGILE Practitioner

- **Bad UX vs good UX**
  August 18, 2015
  Inspiring Innovation by: UXMNL Inc.

- **UX Summit 2015**
  May 29, 2015
  Inspiring Innovation by: UXMNL Inc.

- **Visual Storytelling: Animation and Visualization of Data**
  November 12, 2012 to December 9, 2012
  The Knight Center for Journalism in the Americas at the University of Texas at Austin

- **Leadership Training**
  April 14, 21, 28, May 5, 2012
  Conducted by: Mr. Godofredo San Juan

- **Nice and Easy: Get your Business online in an hour**
  August 6, 2011

- **Graphika Manila 2009 - International Multimedia Design Conference**
  August 15, 2009

- **Contemporary Development in IT toward greater Heights**
  February 11, 2009

- **Moodle 101- Open Source Learning Management System**
  December 13, 2008

- **Microsoft - MSDN SESSION: Imagine Cup Local finals**
  July 09, 2008

- **Microsoft - MSDN SESSION: GIGO Project**
  June 18, 2008

- **Sun Tech Days Net Beans Deep dive Session - University World Tour**
  June 17, 2008
  Net Beans for Web & Enterprise Development and Net Beans
  for Desktop Development

- **Solving the IT Service Management Challenge**
  May 10, 2008
  Focusing on delivering effective IT enabled Business Services for our Customers