

Jefen B. De Villa

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SUMMARY OF QUALIFICATIONS

- UI/UX Designer and Front-End Developer with expertise in designing user-centered interfaces for mobile apps and websites.
- Skilled in researching, wireframing, prototyping, user testing, and using front-end technologies like HTML, CSS and JavaScript.
- Adept at collaborating with cross-functional teams to deliver digital experiences that align with client needs and project goals.

EDUCATION

Ateneo de Naga University

Bachelor of Science in Information Technology

Ateneo Avenue Bagumbayan Sur

December 2023

WORK EXPERIENCE

CreditBPO

UI/UX Designer

Level 10-01 One Global Place, BGC Taguig 1632

March 2025 - July 2025

- Redesigned the Matching Platform's landing page to better communicate product value, improving clarity for SMEs, lenders, vendors, and procurement teams.
- Designed wireframes, prototypes, and high-fidelity UI aligned with brand guidelines for multiple user roles.
- Collaborated directly with the CEO and developers, ensuring smooth handoff and reducing back-and-forth during implementation.

Pandalivery

UI/UX Designer | Front End Developer

Balatas, Naga City PH

Aug 2023 - Dec 2023

- Worked on a startup project to unify veterinary clinics and services across Naga City.
- Led the design and development of a user-friendly mobile app interface.
- Collaborated with stakeholders to align features with user needs and business goals.

Event Flows

UI/UX Designer | Front End Developer

Remote

Dec 2023 - Apr 2024

- Developed a website to showcase company services, events, and management capabilities.
- Led UI/UX design and frontend development, ensuring an intuitive user experience.
- Managed client relationships, coordinating meetings and consultations to meet project needs.

PROJECT EXPERIENCE

Dr. Abel's Adventures

Game Developer | Creative Designer

Aug 2022 - July 2023

- Developed a mobile game app to enhance knowledge and awareness of communicable diseases.
- Led the design and creation of game aesthetics, including story, sprites, and characters.
- Ensured visual elements aligned with educational objectives for an engaging user experience.

Shift Travel

UI/UX Designer

June 2022 - July 2022

- Created the UI/UX design for Shift Travel, focusing on a seamless, user-friendly experience.
- Consolidated travel information into a seamless interface, including routes and real-time updates.
- Enhanced usability for solo travelers and backpackers by addressing key navigation challenges.

Go Jeep

UI/UX Designer

March 2022 - May 2022

- Designed the UI/UX for Go Jeep to enhance safety and convenience during the COVID-19 pandemic.
- Created user-friendly interfaces for features like advance booking and contact tracing.
- Focused on improving passenger and driver experiences while ensuring health and safety protocols were met.

ORGANIZATIONAL EXPERIENCE

TACTICS

Information and Communications

2018 - 2019

- Documented organizational events to ensure accurate records and future reference.
- Created certificates as part of the Communications Committee to support event execution.
- Contributed to the smooth execution of events and initiatives through efficient documentation and coordination.

RELEVANT COURSEWORK

Mobile Software Development, Web Development, Trends in Application Development, UI/UX Design

TECHNICAL SKILLS

Design Tools: Figma, Adobe XD, Sketch

Development: HTML, CSS, JavaScript (ES6+), Python, C++, C#

Software & Platforms: Unity, Android Studio, Git, Notion, Sketch

Other Skills: Responsive Design, Prototyping, Wireframing, User Research, Agile Methodology

CERTIFICATIONS

[Google UX Design](#)

Coursera

February 20, 2025

[Digital Skills: User Experience](#)

Accenture

January 22, 2025

[Responsive Web Design](#)

freeCodeCamp

March 05, 2024

[Javascript Algorithms and Data Structures](#)

freeCodeCamp

July 19, 2024