

💡 ui/ux designer

🎥 multimedia designer

🧠 problem solver

🔍 always curious

🦄 snazzy dresser

🍚 5-star rice eater

Summary

👋 Hello! I'm a product designer with 10 years of design experience based in California. I've led design initiatives in e-commerce and education, focusing on creating better experiences. My approach is simple: Good design is about making people's lives better. Growth, impact, and success will follow naturally.

Work Experience

July 2022 - February 2025

Senior Product Designer, BloomNation / Promenade

- Led B2B and B2C UI/UX design for e-commerce features, using a human-centered approach, adopted by 3000+ small business owners and customers
- Revamped the Restaurants vertical ordering platform, driving a 42% increase in orders and 43% in revenue
- Implemented in-app onboarding experiences achieving more than 2,000 combined completions
- Developed product marketing strategies that contributed to 51% revenue growth and 24% higher adoption for BloomNation PoS within a year
- Authored over 50 help center articles & scripts for partners' product education
- Composed engaging product emails with over 70% open rate, increasing feature understanding amongst our partners
- Collaborated with 60+ professionals across engineering, product, and customer success teams, while providing designers with guidance and insights
- Conducted user research and on-site business visits to discover opportunities for 3 new verticals

January 2017 - July 2022

UI/UX Specialist, CodeStack - San Joaquin County Office of Education

- Spearheaded design for public education products, improving efficiency for more than 87,000 of teachers and staff across California
- Reinvented an intervention platform that resulted in a 200% increase in revenue and 18% annual growth in adoption
- Mentored and taught 100+ students and interns for CodeStack Academy
- Built the department's design culture from the ground up and advocated for design to have a seat at the table with a team of 20+ engineers
- Facilitated community workshops online and in Downtown Stockton as part of CodeStack initiatives, engaging hundreds of local online and in-person attendees
- Developed 100+ education webpages to life with HTML, CSS and JavaScript

January - March 2016

Multimedia Intern, Director's Board Video and Film Production

- Completed 250+ work hours creating storyboards, video concepts for TV and online commercials, and designing graphics and layouts for digital ads and billboards
- Worked as an on-site production assistant for top 10% brands in the Philippines like Grab, Manulife and Mead Johnson Nutrition

October 2015 - June 2016

Graphic Designer, Off2Assist

- Created social media ads, booklets, and printed signage for 3 big real estate companies across Canada
- Crafted 5+ interactive multiple presentations and pitch decks for corporate and marketing use

Education

August 2012 - April 2016

Bachelor of Arts in Multimedia Arts De La Salle-College of Saint Benilde

- Cleared 208 units of courses, learning with industry professionals in a high pressure environment
- Underwent extensive training on with design, web development, photography, videography, and motion graphics, delivering over 25 capstone projects

Skills

product design

product strategy

design thinking

wireframing

prototyping

Figma

UI design

UX design

product marketing

HTML

CSS

visual design

responsive design

a/b testing

usability testing

accessibility (WCAG)

journey mapping

feature adoption

leadership and mentorship

adobe

photoshop

userpilot

pardot

stripo

web design

cross-team collaboration

stakeholder management

storytelling