

KATHARINA REMPE AZANZA

UX / UI DESIGNER AND CREATIVE DIRECTOR

I'm a UX/UI designer with a background in F&B, retail and hospitality. Experienced in negotiating and communicating with different kinds of clients, employers, and customers. Skilled in optimizing work processes, brand visuals, and communication to enhance user experiences.

EXPERIENCE

FOUNDER, VP MARKETING, CREATIVE DIRECTOR, UX/UI DESIGNER

JUJU EATS / FEELGOOD INC · 2010-PRESENT

- Designed and managed the Juju Eats e-commerce user experience and design interface platforms.
- Created the Juju brand book / style guides and is responsible that all marketing collateral is aligned with brand guidelines.
- Designed all marketing collateral including menu boards, posters, brochures, take-out bags, food labels, product packaging, and crew uniforms.
- Product styling and photography for internal marketing, and other media purposes.
- Managed all Juju social media accounts, and public relations needs.
- Conceptualized, designed, formulated and brought to market the Juju Cleanse Detox kits.
- Designed the interior spaces for all Juju Eats salad bar branches, and kiosks.

DESIGN & BRANDING CONSULTANT

THE FARM AT SAN BENITO · 1998-2008




- Consulted on design decisions affecting all aspects of operations of The Farm, including architectural, landscape, packaging, merchandising, interior design, marketing material, and branding.
- Product styling and photography for internal marketing, and other media purposes.

CREATIVE DIRECTOR FOR RETAIL

BERDE PLANTS INC · 1997-2007

- Interior decoration and visual merchandising of four retail outlets.
- Managed special events division: Designed and coordinated the decoration of banquets, weddings, etc. with large hotels and special events planners.
- Designed booths and visual display for international trade shows in Manila, Singapore, Germany, France, China and the United States.
- Designed the annual product catalogues, and styled product photography.

CONTACT

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UX/UI SKILLS

User Research
Competitor Analysis
User Flows
Wireframing
Prototyping
Usability Testing
Brand Identity
Design Guidelines
Interface Design

TOOLS

Adobe XD
Illustrator
Photoshop
Sketch
Figma
Balsamiq
InVision

EDUCATION

BA. LANDSCAPE ARCHITECTURE

Kingston University
1993-1997 · London, UK

UX/UI DESIGN CERTIFICATE

Career Foundry
2021 · Berlin, Germany

LANGUAGES

English
German
Tagalog