

LUIS BAPTISTA

UX/UI Designer

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SUMMARY

I'm an enthusiastic web developer with over 10 years of experience in the field. For the next 15 years or more, I aim to focus on my passion for user experience (UX) and user interface (UI) design. I'm dedicated to continuous improvement and eager to gain hands-on experience in UX/UI.

SKILLS

- Proficient in top-tier design tools like Figma and Adobe Suits like Adobe Illustrator, InDesign and Photoshop.
- Knowledgeable in producing UX/UI documentation such as design guides, mock-ups wireframes and prototypes to communicate ideas
- Experienced conducting user interviews, surveys and usability testing to gather insights and validate design decisions.
- Deep understanding of user-centered design principles and practices to create intuitive user experiences (UX)
- Ability to analyze user feedback and data to inform design improvements and iterations.
- Ability to collaborate effectively with engineers, product managers, and other stakeholders to align on design goals.
- In-depth understanding of the Software Development Life Cycle, including agile methodologies such as Scrum and Kanban.
- Skill in listening attentively to others, ensuring understanding, and responding thoughtfully.

PROFESSIONAL EXPERIENCE

Head of Web Development

August 2022 – March 2024

BruntWork *Remote, Philippines*

- Successfully managed client relationships for web development projects, ensuring high levels of satisfaction and repeat business.
- Facilitated knowledge-sharing workshops for 5 developers, focusing on emerging technologies, which resulted in the adoption of 5 new tools within the team and enhanced overall project efficiency.
- Directed a skills enhancement initiative for 5 junior developers, integrating peer review processes that sharpened code quality and reduced bug reports by 40%, contributing to smoother project launches and improved client satisfaction.

Lead Developer/Full-Stack Developer

March 2011 – May 2023

ABS-CBN Corporation, *Quezon City, Philippines*

- Collaborated with cross-functional teams like architecture, project management, and development teams to understand feature roadmaps and technical requirements, ensuring alignment across teams.
- Developed and provided software solutions including third party API integration, frontend and backend implementation, server setup/maintenance and project deployment.
- Managed customer data and analytics, providing insights to inform decision-making and drive product enhancements.
- Implemented a structured feedback loop for a team of 10 developers, enabling real-time performance assessments.

EDUCATION

Langara College Post-Degree Diploma in Web and Mobile App Design and Development, *Vancouver, BC, Canada*

Ateneo de Naga University Bachelor of Science in Information Technology, *Naga City, Philippines*