

MARY THERESE MELDIONNE D. CASERIA

UI Designer

UI Designer with almost 3 years of experience in creating visually appealing, user-focused websites and applications. Proficient in UI/UX design, WordPress, and front-end technologies.

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[Portfolio Link](#)

[LinkedIn Profile](#)

WORK EXPERIENCE

Visual Designer I

Frost Design & Consulting Group Inc.

Contractual

Sept 2024 - July 2025

- **UI Design for Mobile and Web Platforms:**
 - Designed responsive and user-friendly interfaces for mobile and web fintech applications, ensuring visual consistency, usability, and adherence to brand guidelines.
 - Translated wireframes and UX inputs into high-fidelity designs in Figma, collaborating directly with client-side UX designers and stakeholders.
- **Cross-functional Collaboration & Communication:**
 - Worked closely with client UX Designers and team leads during the design process, presenting designs and incorporating feedback through structured review cycles.
 - Used Trello and Google Sheets for task management, sprint tracking, and asset organization to support agile workflows and seamless coordination.
- **User Flows and Prototyping:**
 - Organized and arranged existing user flows to optimize task efficiency and app usability.
 - Built interactive prototypes to support presentations, user testing, and development handoff.
- **Design Systems and Reviews:**
 - Ensured visual and functional consistency by closely following the client's existing design system and branding standards.
 - Participated in a two-stage review process involving peer critiques and team lead approvals to uphold design quality.

Web Designer

Virtual Champs Global

Contractual

April 2024 - Sep. 2024

- **Website Redesign and Development:**
 - Conducted a comprehensive audit of the existing website, identifying pain points and areas for improvement.
 - Led the design process, creating wireframes, mockups, and prototypes for the new website and savings calculator.
 - Implemented the approved design using WordPress, ensuring a responsive and user-friendly experience across all devices.
 - Developed the front-end and back-end components of the calculator, integrating it seamlessly into the website, and built an admin application to manage calculator settings, data, and analytics.
- **Efficient Collaboration:** Effectively communicated and collaborated with team members, contributing to a smooth and successful project completion.
- **Data-Driven Decisions:** Utilized UX research tools and methodologies to inform design choices, ensuring the new website aligned with user needs and expectations. This led to a 90% positive user feedback rate.

Web & Graphic Designer

DiscoveryBody

Part-Time

January 2024 - April 2024

- Designed visuals for ebooks and infographics, boosting social shares and downloads.
- Improved web UX and ebook readability, receiving strong reader feedback.

Web & UI/UX Designer

Full-Time

- **Website and App Design & Development:**
 - **Developed custom WordPress websites** using *Oxygen Builder*, *Elementor*, or *GeneratePress*, ensuring responsiveness, functionality, and optimal user experience.
 - **Implemented design improvements that resulted in a 45% increase in user engagement**, satisfaction, and conversion rates across various websites and applications.
 - **Increased website conversion rate by 15%** through optimized design and user flows.
 - **Designed user interfaces (UI) and user experiences (UX) for web and mobile applications**, focusing on intuitive navigation, visual appeal, and user engagement.
 - **Achieved a 15% increase in user satisfaction through iterative improvements**, resulting in a more user-friendly and intuitive design.
- **Graphic Design:** Created visually appealing logos and company event posters, adhering to brand guidelines and ensuring effective communication of key messages.
- **Team Collaboration:**
 - **Collaborated closely with project managers, developers, and other team members** to ensure seamless design, functionality, and user experience integration. Participated in project meetings, providing design input and updates to ensure project success.
 - **Provided valuable support and guidance to new hires**, helping them overcome challenges and integrate smoothly into the team.
- **Mentorship & Leadership:** Mentored junior designers and supported onboarding.
- **Client Communication:**
 - Directly communicated with clients to gather feedback, address concerns, and implement requested changes.
 - Effectively presented design concepts and rationale to clients, ensuring their understanding and approval.
 - Received positive client feedback on communication skills and ability to incorporate feedback effectively.
- **Streamlined Workflow:**
 - Introduced Figma components, auto-layout, and design systems, leading to **improved team collaboration, faster design iterations, and more efficient project delivery**.
 - Implementing Figma components and design systems **reduced project turnaround time by 80%**
 - **Achieved a 30% increase in design consistency across projects** by establishing and adhering to a centralized design system.

SKILLS AND TOOLS

Core Skills:

- **Web & UI/UX Design:** Proficient in designing websites from scratch or revamping existing ones. Also in creating intuitive and engaging user interfaces and experiences for web and mobile applications.
- **WordPress Development:** Experienced in building custom WordPress websites using *Oxygen Builder*, *Elementor*, and *GeneratePress*.
- **Graphic Design:** Proficient in designing logos, event posters, and other visual assets.
- **Prototyping & Wireframing:** Adept at using *Figma* to create interactive prototypes and wireframes to visualize design concepts.
- **Design Systems:** Experience in creating and implementing design systems to ensure consistency and efficiency in

design workflows.

Additional Skills:

- **Collaboration & Communication:** Proven ability to collaborate effectively with project managers, developers, and other team members to achieve project goals.
- **Client Communication:** Excellent communication skills for gathering client feedback, addressing concerns, and implementing requested changes.
- **Mentorship:** Experience in mentoring junior designers and providing guidance on design best practices.

Software & Tools:

- *Figma* / *FigJam*, *Adobe Creative Suite* (*Photoshop*, *Illustrator*, etc.)
- *WordPress* (*Oxygen Builder*, *Elementor*, *GeneratePress*)
- *HTML*, *CSS*, *JavaScript*, *Tailwind CSS*, *React.js*