

Experience

✦ Fluvi App Ltd.

Freelance UI/UX Web Designer ✦ Nov 2023 – Present

- Designed wireframes and mockups to define structure, functionality, and visual layout of web apps
- Built responsive, user-friendly websites and landing pages optimized for conversion and engagement
- Enhanced UI/UX by analyzing user behavior and applying usability and aesthetic improvements
- Created custom social media materials aligned with brand identity for cohesive digital presence

✦ Spiralytics Inc.

Senior UI/UX Web Designer ✦ Jul 2024 – Present

- Specialize in intuitive, engaging digital experiences through websites and infographics
- Built design systems to boost consistency and efficiency for internal teams
- Organized files and team process to improve accessibility and collaboration for clients
- Conduct peer reviews and support smoother dev handoff after client design approvals

Senior Web Creatives Designer ✦ Sep 2023 – Jul 2024

- Applied user experience and design principles in the execution of high-quality mock-ups and workflows using adobe XD for the company's in-house product
- Designed graphics for Social Media Content, GDN Banners, Infographics
- Made over 10+ website quotations and timelines for clients

Web Creatives Designer ✦ Sep 2022 – Sep 2023

- Applied UX principles to create high-quality mockups, workflows, and client websites aligned with brand identity
- Collaborated closely with front-end developers to ensure design-dev alignment across web products
- Built a reusable design library and created assets for service pages, social media, and infographics
- Initiated process improvements by researching workflows, producing 10+ UX playbooks, and leading 3 internal workshops

✦ Prosperna Philippines Inc.

Web Designer ✦ Sep 2021 – Sep 2022

- Designed 60+ client websites in Figma, each tailored to unique branding and guidelines
- Collaborated with Front-End Developers and Customer Success Managers for seamless design implementation
- Presented brand-aligned concepts and contributed to the company's rebranding, including logo and website
- Created a design library of e-commerce landing page sections to streamline future projects

✦ Gleent Inc.

Team Leader – Research and Development ✦ Feb 2018 – Jan 2021

- Designed low-fidelity wireframes, prototypes, and UI using Adobe XD and Photoshop
- Created technical documentation including user flows, user stories, and use case descriptions
- Established standardized workflow processes to improve team efficiency
- Conducted QA tests to ensure design functionality and product quality

Skills

- ✦ Web Design
- ✦ Product Design
- ✦ Infographic Design
- ✦ UI/UX Design
- ✦ Design systems

Tools

- ✦ Figma
- ✦ Adobe Photoshop
- ✦ Adobe Illustrator

Education

Polytechnic University of the Philippines – Biñan Campus

Bachelor of Science in Information Technology