

# Ronnel Sanchez

UI/UX Designer and Front-End Developer

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## About Me

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Having the expertise on User Experience, I manage to produce User Centered Design website and software. I design base user perspective with clear understanding on system and business side. Also doing Front-End Development, I merge the UX Guidelines on producing the User Interface with the current technology development like; Responsive Design, Cross-Browser Compatibility and UX Design. Enjoy learning new technology, design tools, programming language and UI/UX guidelines technique which I believe is the core of every project I do.

## Work Experience

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### **UI/UX Designer and Front-End Developer** | *Dec 2012 - Present*

Trend Micro Philippines - Ortigas, Pasig City

- Doing Business Process Analysis roles like, studying business process, presenting new ideas to improve the business flow, producing mock-ups and prototypes, checking the development of the projects and handling the sustain and new request.
- Conducting User Experience research which include observation, interview, A/B testing, mouse flow and heat maps
- Present wireframes, user interaction and process flows ideas to stakeholders using Adobe Photoshop and Axure
- Created low to high fidelity prototypes for web or mobile applications using HTML, CSS, JavaScript, frameworks like Bootstrap, jQuery Mobile UI, and Axure.
- Produced responsive and cross browser design which fits to business and user requirements.
- Created User Centered Design into web/mobile site pages, and native mobile app design.
- Created email newsletters or EDM design and other graphics like logos, icons, motion graphics, video presentations and infographics.

## **Graphical User Interface Designer** | *Sept 2012 - Oct 2012*

Job and Esther Technologies - Alabang, Muntinlupa City

- Create graphical user interfaces (GUIs) for a variety of software products, including (but not limited to) mobile, web, desktop, games, enterprise applications, communication systems and others.
- Collaborate in the writing and maintenance of a GUI style guide.
- Work with our marketing team to design, edit, and maintain online and offline marketing promotional materials like brochures, banners, posters, logos & print ads.
- Work closely with product managers and software developers to define and design an optimal user experience, user interaction model, workflow and information architecture
- Frame out website designs and provide detail and direction to development staff to implement design using HTML, JavaScript, and CSS
- Create mockup designs when needed using appropriate tools and design programs

## **UI Designer and Developer** | *Dec 2010 - Sept 2012*

Coding Solution Information Technology - Pagsanjan, Laguna

- Produced websites and PC software design that fits to Business requirements
- Work as front-end developer for Website and Mobile apps
- Work closely with team lead and back-end developer to produce mock-ups, mark-ups and prototypes.

## **Education**

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### **Bachelor of Science in Information Technology** | *2008 – 2012*

AMA Computer University - Santa Cruz Laguna, Philippines

## **Website Links**

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**Behance**

<https://www.behance.net/ronnelsanchez>

**Dribbble**

<https://dribbble.com/ronnelsanchez>

**LinkedIn**

<https://ph.linkedin.com/in/ronnelsanchez>

## Personal Information

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Name	Ronnel Joan R. Sanchez
Birth Day	April 12, 1992
Location	Philippines
Mobile	(+63) 9272197146
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## Skills

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### Professional

User Interface Design  
User Experience  
Front-End Development  
Graphic Design  
Front-Motion Design  
Prototyping  
Wire Framing

### Technical

HTML / HTML 5  
CSS / CSS 3  
JavaScript / JQuery  
Cross browser development  
Adobe PhotoShop  
Adobe After Effects  
Adobe Illustrator

## Reference

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**Myn Reyes** | *User Experience Team Lead*

Trend Micro Inc. Philippines

[normyn.reyes@gmail.com](mailto:normyn.reyes@gmail.com)

**Miko Mojica** | *Marketing Liaison*

Asian Development Bank

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