

Contact

www.linkedin.com/in/esenway
holasonnycarlos@gmail.com
(+63) 965 370 7960

Portfolio

[https://sonnycarlos.github.io/
portfolio/](https://sonnycarlos.github.io/portfolio/)

Primary Skills

Product Design
UI/UX Design
Layout Design
Visual Design
Web Development
WordPress Development
Research

Languages

English (Professional Working)
Filipino (Native and Advanced)
Spanish (Basic Knowledge)

Reference

Santiago Londoño Díaz
Senior Product Manager
santiago@tribbo.io
(+57) 301 493 6234

Sonny Carlos

UI/UX Designer & Software Developer

Baliwag, Bulacan, Philippines

Summary

Mission-driven designer and developer with years of experience in Product Design, UI/UX Design, and Web Development.

Proven ability to conduct user research, design wireframes and prototypes, and develop and maintain websites. Adept at contributing to a highly-collaborative work environment, finding creative solutions to complex problems, and delivering customer satisfaction. Passionate about product discovery and creating innovative and intuitive experiences that meet the needs of users and businesses vision.

Well prepared to start a challenging design work by bringing full commitment to perform the outcome successfully.

Professional Experience

Product, UI, UX Designer May 2021 - Present (December 28, 2023)
LadderWise Taqbiliran, Bohol, Philippines

- Conducted user research to understand the needs and wants of users. Created user personas and journey maps to model user behavior and identify opportunities for improvement.
 - Prototyped and wireframed user interface and design high fidelity to visualize and test design concepts. Developed and implemented a design system and responsible for visual design.
 - Collaborated with senior designer, developers, and product manager to implement user interfaces and ensure that they meet the needs of users. Communicated design ideas and concepts to stakeholders.

Front-End Web Developer

LadderWise

May 2021 - Present (December 28, 2023)
Tagbilaran, Bohol, Philippines

- Used user research, survey, and testing to ensure that user interfaces are user-friendly and effective. Conducted usability testing to ensure that the user interface was easy to use and navigate.
 - Developed responsive screens and implemented landing page and progressive web application from concept through development that work well on all devices and screen sizes to improve user engagement and retention.

- Tested websites and PWAs on a variety of devices and browsers to ensure compatibility.
- Led the front-end development team. Collaborated with designers and product manager using Azure DevOps to implement and iterate on user interface designs.

Graphic & Layout Designer

Agartha

January 2020 - September 2021

Medellín, Colombia

- Conducted user research to understand the needs and wants of users, and created user personas and journey maps to inform the design process.
- Developed hypothesis for the product. Ran ethnography studies, talking to two to three people a day, trying to understand how they live their lives.
- Strategized and designed the company logo, posters to be used for social media strategy, and user experience of the app. Partnered with Senior IT Manager and work with designers and developers from different countries.

Freelance Web Developer

Esenway

2023 - Present (November 14, 2023)

Manila, Philippines

- Led and partnered with other multicultural teams, enabling an agile mindset by focusing on the things that generate value for the customer.
- Managed all aspects of the design and development process, from conception to completion. Delivered high-quality work on time and within budget.
- Worked with clients from a variety of industries to design and develop websites and web applications. Collaborated with clients to understand their needs and goals, and develop creative and effective solutions.

Relevant Experience

Team Leader, Designer, Developer

SR Gate Pass - Capstone Project

August 2023 - December 2023

Bulacan State University

- Led a multicultural team in the successful execution of the project, showcasing strong leadership and fostering an agile mindset.
- Developed and implemented an innovative solution, showcasing strong technical skills and a comprehensive understanding of project requirements.
- Translated complex concepts into visually compelling graphics and maintained a comprehensive understanding of design trends and emerging technologies, staying at the forefront of the industry.

Education

BS Information Technology (BSIT)
Bulacan State University
2019 - Present (December 28, 2023)
Malolos, Bulacan, Philippines

Information Communication Technology (ICT)
ACLC College
2016 - 2018
Baliwag, Bulacan, Philippines

Core Competencies

User Centric

User Research, User Testing, Interviews and Surveys, Strategic Mindset, Empathy

Effective Communication

Active Listener, Idea Transmitter, Objective, Goal Oriented, Negotiation

Flexible

Adapts to complex environments, Ability to work independently and as a part of a team

Research

Data Analysis, Persona Hypothesis, A/B Testing, Market Research

Design

UI/UX, User Flows, Mock Ups, Design System, Prototyping, Visual Design

Technical

HTML, CSS, MERN Stack, Git, Github, Azure, WordPress, Figma, Illustrator, Photoshop, After Effects