**Tell me about yourself**

- My name is Shiloh Eugenio, I'm from Barangay Rizal, Taguig City. and I'm a 4th-year college student pursuing a Computer Science, Major in Application Development at the University of Makati. I've always been passionate about technology and problem-solving, kaya napili ko po ang course na computer science. At the moment, Nagfofocus po ako na mag-expand yung skills ko sa UI/UX design and frontend development. I also do freelance work where I get to apply lahat ng natutunan ko sa real-word projects. Dahil po doon mas nag-eenahce po yung skills ko habang nagkakaroon ng experience.

**What are your core values?**

- My core values are integrity, teamwork, and continuous learning. I believe, mahalaga ang pagiging honest at transparent sa lahat ng ginagawa ko, at mahalaga rin para sa akin yung makipagtulungan nang maayos sa iba para ma-achieve yung common goals, and at laging maghanap ng paraan upang mag-grow at mag-improve.

**Walk me through your design process**

1. Nagsisimula ako sa pakikipag-usap sa client para mas maintindihan ko yung goal nila, target audience and the problem they want to solve. Tinatanong ko rin sila about their vision, brand and any existing designs or preferences they have.
2. Next is nagcoconduct ako ng research sa industry, competitors and user behaviors. Nakakatulong ito para magkaroon ako ng mga insights tungkol sa design trends and user expectations.
3. Gumagawa ako ng user personas para mas maintindihan ko yung mga needs and pain points ng mga target audience
4. Once the research is done, nagsisimula na akong gumawa ng wireframe which is yung low fidelity and mid fidelity, after ng feedback sa wireframes, doon na ako nagcecreate ng high fidelity prototypes, nagfofocus na po ako sa visual, interactivity and usability
5. After that nagcoconduct na ako ng user testing with prototypes para mag gather ng feedback sa design's usability. Para po naaayos agad yung mga issues doon sa prototype
6.  After mafinalize yung design based sa user feedback, pineprepare ko na po yung design files, assets and documentation

**Why should we choose you?**

- I'm passionate about creating designs that are both user-friendly and visually appealing. Laging focus ko ang pag-intindi sa needs ng users at goals ng client to ensure the design is functional and effective. I also have the skills and experience sa mga tools like wireframing and prototyping. Meron din akong background sa frontend development, photo and video editing and also I'm always open to feedback and improving my work.

**Strengths:**

- My strength is my attention to detail. Minemakesure ko na lahat ng part ng ginagawa ko mapa-design man o coding (front end) ay maayos at mameet yung mga needs ng users. Magaling din akong mag-adapt at mahilig mag-aral ng mga bagong skills para mas maimprove yung ginagawa ko

**Weaknesses:**

- Sa weakness ko naman, medyo perfectionist ako. Minsan, sobra akong nagfo-focus sa maliliit na details, pero natututo akong mag-balance sa pamamagitan ng pag-set ng malinaw na priorities at deadlines para mas maging efficient.

**Anong ginagawa mo sa school?**

- Sa school, kasali ako sa organization na Fortem. Dati akong auditor, pero ngayon isa na akong bahagi ng events management team. Tinutulungan ko sa pagpaplano at pag-organize ng mga events ng organization at kumakausap sa partnership during events. Isa na po yung TIER ONE na naging partnership naming sa organization.

**Q: How do you ensure your designs are accessible to all users?**

A: "I follow WCAG guidelines, use appropriate color contrast, ensure text readability, implement proper heading hierarchy, and design with mobile responsiveness in mind. In the scholarship system project, I made forms screen-reader friendly and included clear error messages."

**Q: How do you handle disagreements with stakeholders about design decisions?**

A: "I focus on data and user feedback to support design choices. In my freelance work, I present multiple options with clear rationales, gather feedback early, and iterate based on client input while advocating for user needs."

**Q: Describe a challenging UI/UX problem you solved.**

A: In a scholarship system project, the challenge was to simplify a very complex application process that confused many users. To solve this, I designed a multi-step form with progress indicators, clear instructions at each step, and real-time validation to help users avoid mistakes as they filled out the form. After testing, we saw a 40% reduction in user errors, which made the application process much smoother and more user-friendly