

JAYVIN CARL I. MURING

Senior Product Designer

Metro Manila, Philippines (Remote) · jayvincarlismael@gmail.com
linkedin.com/in/jayvinmuring · jvin.site

PROFILE

Senior Product Designer specializing in visual design, UI and illustration, with 6+ years across food tech, fintech, healthcare, fitness and SaaS. At HelloFresh I work on consumer UI across its brands, supporting the Berlin-based product designers with UI work and visual assets whenever they need them. I'm also the sole illustrator for the Sage enterprise design system, working closely with enterprise designers.

KEY SKILLS

UI, Visual and Illustration: UI Design, Visual Design, Illustration, Iconography, Lottie Animation (Lottie Animation Editor), UI Kits and Design Systems, Figma, Illustrator, Photoshop, Procreate

Product: Wireframing and Prototyping, Mobile (iOS and Android) and Responsive Web, B2C and B2B, 0-to-1 Product Design, Design QA

Collaboration: Remote and Cross-Time-Zone Teams, Stakeholder Presentations and Feedback, Agile Delivery, Notion, ClickUp, Slack

WORK EXPERIENCE

Senior Product Designer, HelloFresh

Feb 2025 to Present

Remote

- Sole illustrator for the Sage enterprise design system, creating its illustrations and Lottie animations and working closely with enterprise designers.
- Support Berlin-based product designers across HelloFresh, Factor and other HelloFresh brands with UI design and visual assets, helping with whatever they need.
- Design consumer UI across HelloFresh brands using the company design system.
- On the Factor Plus Gen AI “ship faster” initiative, turn rough prototype concepts from the strategy lead into polished, production-ready designs using the Zest design system.

Senior Product Designer, CoreCoach

Jul 2024 to Feb 2025

Remote

- As the sole designer, led the redesign of CoreCoach's mobile app across 6 core modules: Nutrition, Chat, Forms, Workout, Payments and Training, including new screens designed from scratch.
- Built a UI kit from scratch, with simple micro interactions in every component, replacing fragmented, ad hoc UI and standardizing 50+ screens.
- Created custom illustrations, badges and icons for the app, including onboarding and empty states, along with other visual assets as needed.
- Worked in a small agile team, iterating quickly on UI and visual decisions.

Product Designer, Medilink Network, Inc.

Apr 2023 to Aug 2024

Full-time

- Designed the Maxicare Members Portal, a responsive web app, from low fidelity wireframes to high fidelity desktop and mobile screens, simplifying a wider set of healthcare services into clear, guided flows for booking consultations and medical tests.
- Created a set of 34 custom spot illustrations for the portal, covering services, lab results, appointments, empty states and error states.
- Started the first phase of a white-labeled design system for reuse across Medilink's projects, and wrote its initial documentation.
- Worked closely with PMs, business analysts and engineers, turning ambiguous requirements into design solutions.

UI/UX Designer, Mobi X Systems Inc.

Nov 2019 to Apr 2023

Full-time

- Designed most of SquidPay, a digital wallet for Filipinos, from zero to soft launch, including the iOS and Android apps, the web backend and admin dashboard, and the merchant platform.

- Designed a companion app used by local government units to support Filipinos such as farmers.
- Created the foundational design system, with reusable components and standards used across the platforms, while delivering product work at the same time.
- Created icons and illustrations for the products.
- Worked in a team of three designers, turning requirements from the senior designer, product managers and business analysts into designs, and handing off to developers and answering their questions.

FREELANCE AND CONTRACT EXPERIENCE

UI/UX Designer, Tawk.to (Independent Contractor)

Nov 2021 to Jun 2023

Android app

- Designed the Android app as one of three platform designers (Android, iOS and web) working with a design lead, creating components, user flows, screen redesigns and interfaces for new features.
- Designed Android screens for Contacts, Direct Messages and Inbox, coordinating with the iOS designer and working with mobile developers during implementation.
- Worked with the graphic designer, who created the illustrations and icons, to use them in the Android interfaces.

Freelance Product Designer, Pixel True

Aug 2022 to Dec 2022

Flight web application

- Designed screens for the Flight web application and ran a UX audit to identify friction points.
- Proposed a UI kit to keep the team's work consistent, then took charge of starting it, with documentation for other designers to use across the product's modules.

EDUCATION

Bachelor of Science in Information Technology, Access Computer and Technical College

2015 to 2019

LEARNING AND RECOGNITION

Graphika Online (2022) · Galileo Hackathon by GNSS Asia (2021) · Creative Web Design Level III (2019)