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Work Experience

Senior UI/UX Designer

CoreCoach

July 2024 - Present

- As the Principal UI/UX Designer at CoreCoach, I lead the design efforts for a mobile application that initially faced challenges in achieving positive design outcomes. Working closely with a small, agile team of three developers, I was tasked with rebuilding and enhancing the user interface to meet user needs and project goals.

- Revamped the existing design system and UI kit, focusing on consistency and usability across the mobile app.

- Collaborated with developers to ensure seamless implementation of design solutions in major modules such as Nutrition, Chat, Forms, Workout, Payments, and Training.

- Created custom illustrations for the app, including engaging empty-state designs and other visual elements, to improve user engagement.

- Worked iteratively to refine and improve the overall user experience, ensuring alignment between design, functionality, and user satisfaction.

UI/UX Designer

Medilink Network, Inc

April *2023 - August 2024*

- As a UI/UX Designer at Medilink Network Inc., I play a pivotal role in the successful implementation of client projects within the healthcare domain. Collaborating closely with the project manager, business analysts, and

developers, my focus is on creating seamless and user-friendly experiences, with a current emphasis on designing products

- Ensure alignment between design solutions and project goals to enhance the overall user experience

- Designing and contributing to the creation of an intuitive and efficient healthcare platform.

- Spearhead the development of the company's design system to establish a cohesive and consistent design language.

- Actively seek ways to optimize and enhance the efficiency of the design system for the benefit of the entire design team.

UI/UX Designer

Tawk.to

November *2021 - June 2023*

- At Tawk.to, a leading live chat platform focused on bridging the communication gap between companies and consumers, I played a crucial role in designing new features for the application and contributing to the creation of the mobile platform's design system.

- Collaborating closely with a team of designers led by our design lead, mobile developers, and project managers, I was responsible for the design and implementation of significant new features, including the "Contacts", "View Direct Message", and "Inbox" modules.

- My primary focus was on the Android platform, ensuring a cohesive and consistent UI/UX design that matched the iOS counterpart. Despite the challenges in solving complex problems within these modules, our efforts paid off as we successfully launched these features in the application.

UI/UX Designer

Mobi X Systems Inc

November *2019 - April 2023*

- As the sole UI/UX designer at Mobi X Systems Inc, I spearheaded the design efforts for the SquidPay project, a groundbreaking digital wallet application serving commuters, merchants, transport groups, and local government units in the Philippines.

- Collaborating closely with cross-functional teams, including developers, project managers, and customer experience teams, I successfully transformed the concept into a live, user-friendly mobile application and web platform.

- I designed the entire application, created the initial version of the design system, and facilitated the development of consumer apps, admin site dashboards, merchant platforms, and LGU mobile applications. This project was a comprehensive effort to provide efficient contactless payments to a wide user base.

- Accomplishing the project from inception to its first live version, I contributed to the development of a cutting-edge digital wallet solution that met the needs of our clients and their users.

UI/UX Designer

Pixel True

August *2022- December 2022*

- At Pixel True, a design agency specializing in high-quality designs at an affordable price, I joined as a UI/UX designer freelancer and was assigned to the Flight web application project. This project aimed to integrate a Travel Component into a no-code platform, enabling travel companies to quickly add a booking engine to their websites and apps.

- I collaborated with fellow UI designers on various modules within the application. Impressed by my contributions and problem-solving abilities, the team promoted me to the role of Lead UI/UX designer. This change was initiated due to the inconsistent workflow and the absence of a design system.

- As Lead UI/UX designer, I conducted UX and workflow audits to identify process issues and proposed innovative solutions. One of my key recommendations was the development and implementation of a design system, which ensured consistent and cohesive design for all modules within the application.

- Additionally, I advocated for improved Quality Assurance practices, reviewing and providing feedback on designs to align them with the guidelines established by the newly created design system. Despite the relatively short duration of my tenure, I made substantial process

improvements and played a pivotal role in building a design system that would be used consistently, contributing to the success of the Flight web application project.

Skills

Technical: Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Procreate, HTML/CSS

Design: Wireframing, User flow, Information architecture, Prototyping, User research, Usability testing, Design system, Responsive web, App design, Illustration, Graphic design

Collaboration: Slack, Notion, Clickup, Agile development

Education

Access Computer and Technical College

Bachelor of Science in Information Technology

2015 - 2019

Certificates

Graphika Online 2022

February 2022

Galileo Hackathon by GNSS Asia

November 2021

Creative Web Design Level III

April 2019 - May 2019