

Product Designer & UI/UX Lead

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Over 10 years of professional experience in digital design, specializing in UI and Visual Design, Creative Direction, and Design Systems. Proven track record in Business Analysis, Stakeholder Management, UX Strategy, and executing comprehensive UX activities such as Customer Journey Mapping, User Flows, Wireframing, Prototyping, and Testing. Adept at leading cross-functional teams to deliver high-impact projects and improve user satisfaction metrics.

EXPERIENCE

Deloitte

Senior Consultant

September 2024 – Current

Taguig, PH

- Leading end-to-end UX strategy and execution as a key consultant for a top-tier Australian banking client, driving the digitization of complex financial workflows.
- Collaborating with senior stakeholders and cross-functional teams to align business goals with user needs, balancing constraints, technical limitations, and regulatory compliance.
- Leveraging AI tools and automation to accelerate design processes, improve efficiency in research synthesis, and generate scalable design components.
- Identifying product risks and implementing mitigation strategies early in the design cycle through proactive validation, stakeholder reviews, and iterative prototyping.
- Facilitating co-design and prioritization workshops to resolve trade-offs, surface latent requirements, and shape future-state user journeys.
- Driving scalable design decisions grounded in real-world constraints, while championing accessibility and inclusive design within the enterprise ecosystem.

AIA Group

UI/UX Design Principal

March 2023 – June 2024

Makati, PH

- Collaborated with cross-functional teams across different countries to gather business and user requirements, translating them into actionable items such as : Information Architecture, Customer Journey Maps, User Flows, Wireframes, UI.
- Aligned Business Units with the AIA Group's Digital Design System, ensuring adherence to standards and updating the system based on feedback from Business Units.
- Successfully designed and launched AIA's flagship app for Hong Kong and web application for agents at AIA Singapore, achieving significant NPS and SUS scores.
- Mentored and assisted less senior designers.

360Pixels Pte. Ltd.

Lead UI/UX Designer & Managing Director

April 2017 – April 2022

Singapore & Philippines

- Led UI/UX design for PayPal SEA, redesigning and creating components for the Design System, conducting rigorous user testing and A/B testing.
- Directed UI/UX initiatives for FWD Insurance, achieving three consecutive design awards and a +66 NPS score.
- Spearheaded branding and UI/UX activities for multiple projects for the SM Group (ShopSM, SM Malls Online, The SM Retail Store & SM Startup) involving end-to-end UX activities.
- Closed clients and worked with stakeholders to gather technical and business requirements.
- Managed a team of 20 designers and developers, overseeing projects across the US, Australia, and Canada.

Globe Telecom

UI/UX Design Lead

April 2013 – April 2017

Taguig, PH

- Designed the Globe One app, working end-to-end from user flows to wireframes, UI, and user testing, resulting in a +22% increase in data subscriptions on the first month of launch.
- Worked on the early stages of GCash, collaborating with data analysts and business analysts to ensure well-informed product designs.
- Won consecutive design awards for Globe's Annual Sustainability Report Website (2015 & 2016).

Joystick Interactive

Interactive / Web UI & UX Designer

September 2011 – April 2013

New York, US (Remote)

- Focused on rich media ads and landing pages for high-profile clients such as Google, MTV, Disney, Sony Pictures, Martha Stewart, and NBC.
- Conducted front-end development and UI/UX design for various digital campaigns.
- Gathered and analyzed requirements to create compelling and effective web and interactive designs.

CERTIFICATION & EDUCATION

Nielsen Norman Group

UX Certification

License: 1028528

2019

Hong Kong

Philippine Women's University

Bachelor of Fine Arts Major in Advertising

2023

Manila, PH

De La Salle University

BS Information Technology

2010

Dasmariñas, PH

SKILLS

Design & UX: UI and Visual Design, Creative Direction, Design Systems, Customer Journey Mapping, User Flows, Wireframing, Prototyping, User Testing, UX Strategy, Information Architecture, Interaction Design, Graphic Design, Branding Design, Illustration

Business & Management: Business Analysis, Stakeholder Management, Project Management, Project Estimation, Design Strategy

Tools: Figma, Sketch, Invision, Axure, Adobe XD, Adobe Creative Cloud

Collaboration: Jira, Trello, Asana, Slack, Miro