

Ralph Victor Cabrera

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WORK EXPERIENCE

Blocksafe | UI/UX Designer (Freelance)

August 2023 - Present · REMOTE

- Developed interactive prototypes and facilitated a seamless handoff process, ensuring design consistency for development teams.
- Mapped user flows and optimized pathways for an improved user experience.
- Introduced innovative design solutions, applying design thinking methodologies for problem-solving.
- Collaborated effectively with cross-functional teams, communicating design concepts and rationale clearly.

CryptoConnect | UI/UX Designer (Freelance)

August 2023 - Present · REMOTE

- Tailored design decisions for specific user segments, defining clear information architectures and taxonomies.
- Aligned UX/UI design strategies with business objectives
- Generated sketches, wireframes, and prototypes, exploring innovative design possibilities.
- Ensured fluid and responsive design principles for consistent user experiences across devices.

Thea Carbon | UI/UX Designer (Freelance)

February 2023 - March 2023 · REMOTE

- Drove UI/UX design for Thea.Earth, seamlessly integrating sustainability experiences for businesses and end users, resulting in substantial enhancements in user attention and retention rates.
- Applied user-centered design principles, advocating for users in design discussions and maintaining adaptability.
- Conducted heuristic evaluations and concept testing, validating design choices for effective usability.
- Collaborated with remote teams, leveraging rapid prototyping for faster iteration cycles.

Faye.xyz | UI/UX Designer (Freelance)

January 2023 - September 2023 · REMOTE

- Led UI/UX design for Faye.xyz, a Web3 support helpdesk, automating customer queries and enhancing task management through an all-in-one admin dashboard.
- Developed low-fidelity wireframes, optimizing content structure for enhanced usability and accessibility.
- Designed a visually appealing and consistent interface, applying color theory, typography, and visual hierarchy principles.
- Ensured responsive design for various devices, improving overall user experience and pathway optimization.

SUMMARY

Bringing 10+ years of diverse design expertise, including specialized UI/UX skills. Proficient in wireframing, prototyping, and visual design for seamless user experiences. Leadership in crafting intuitive interfaces for Refinable's Platforms, Optus Sports' VCMS Platform, and Vivovii's personal growth app. Strong integration of graphic designs for digital marketing enhancement. Dedicated to ongoing User Experience learning, delivering impactful designs for lasting positive impact.

EDUCATION

De La Salle - College of Saint Benilde
Bachelor of Arts in Multimedia Arts
May 2007 - April 2011 · PHILIPPINES

PROGRAMS

Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Sketch
Figma
Zeplin
Notion
Asana

TECHNICAL SKILLS

Information Architecture
Wireframing
Prototyping
User-centered Design
Visual Design
Design Thinking
User Flow Creation
Digital Design
Graphic Design

Refinable | Product Designer

November 2021 – December 2022 · HONG KONG

Refinable is a decentralized NFT platform that runs on the Binance Smart Chain and allows users to create, discover, and trade NFTs.

- Led intuitive interface and modern visual design for Refinable's platforms, optimizing user engagement through user experience best practices, resulting in substantial enhancements in user attention and retention rates.
- Ensured design adherence and excellence through meticulous quality assurance (QA) oversight. Conducted comprehensive testing to validate UI/UX implementations, proactively addressing bugs and discrepancies.
- Collaborated with project managers, conducting user interviews and usability testing to inform impactful, user-centric designs that addressed customer pain points, leading to elevated customer satisfaction.
- Established and maintained design systems, storyboards, and flow diagrams to streamline workflows and promote cross-team efficiency.

Li & Fung Ltd. and UNIFI3D | Product Designer

August 2019 – December 2021 · HONG KONG

Li & Fung is a global supply chain management company that has launched UNIFI3D, a 3D-as-a-Service company offering customized 3D printing services and design consulting for brands.

- Led pioneering interface design to enhance product recognition and user experiences, consistently exceeding objectives.
- Applied user research and testing to inform wireframes and designs, resulting in intuitive and efficient product solutions. Received notable positive feedback for user-centric designs.
- Mentored junior designers, fostering skill development and sharing design philosophy to elevate the team's creative capabilities. Collaborated on brainstorming innovative solutions to enhance their skills.
- Engaged actively in collaborative brainstorming sessions with stakeholders, Head of Designs, and UI/UX managers. Contributed concepts and designs, offering valuable references and stimulating creative dialogue within the team.

Diagnal | UI/UX Designer

October 2018 – April 2019 · HONG KONG

Diagnal is a Hong Kong-based company that provides video streaming solutions for broadcasters, OTT service providers, and content owners.

- Collaborated with CEO and CTO to craft captivating, user-friendly website interfaces, driving repeat business and enhancing brand recognition.
- Leveraged graphic design skills to create compelling visuals for digital marketing campaigns, contributing to enhanced brand visibility and engagement.
- Conducted rigorous quality assurance (QA) checks on UI/UX of platforms, meticulously ensuring design adherence and optimal user experience. Addressed bugs and discrepancies to maintain design excellence.
- Expedited design workflows and reduced production time through the development of an exhaustive style guide and component library. Resulted in notable enhancements in production efficiency and design quality.

SOFT SKILLS

Collaboration
Problem-Solving
Creativity
Attention to Detail
Adaptability
Patience
Positive Attitude
Resilience
Innovation
Empathy

Vivovii | UI/UX Designer

April 2016 – August 2018 · HONG KONG

vivovii is a company that helps individuals and organizations adapt to change through an app offering behavioral science-backed advice and soft skill development.

- Applied a user-centered design approach to prioritize user preferences and feedback, leading to substantial enhancements in customer satisfaction and engagement.
- Led the implementation of streamlined design processes and tools, resulting in expedited project delivery and ensuring consistent design across all products.
- Practiced effective project management by delegating tasks to designers and strategic planning to consistently meet deadlines without compromising design quality.
- Collaborated closely with cross-functional teams to deliver exceptional digital products that exceeded business objectives and customer expectations, yielding impressive results and driving significant business growth.

Gameloft PH | Multimedia Specialist

October 2012 – December 2015 · PHILIPPINES

Gameloft is a video game development company that creates popular games for various platforms, including mobile devices, PCs, and gaming consoles.

- Designed websites, Facebook apps, and marketing materials for game launches, contributing to successful promotional campaigns.
- Mentored and provided constructive feedback to fellow designers, fostering skill development and maintaining consistent branding standards.

PCM, Inc. | Web Designer

September 2011 – September 2012 · PHILIPPINES

PCM, Inc. is a US-based technology solutions provider that offers a wide range of IT products and services to businesses, government agencies, and educational institutions.

- Produced digital marketing materials such as EDMs, web banners, and landing pages for partner tech companies, enhancing sales and brand visibility.
- Crafted websites and landing pages for external platforms collaborating with PCM, Inc., contributing to a diverse online presence.