

# Gin Panlilio - Samson

## UX / UI Designer

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Metro Manila, Philippines  
(Open to remote work and relocation)

## SKILLS

User Research

Competitive Analysis

Information Architecture

User Flows

Prototyping

Usability Testing

UI Design

Branding & Visual Design

HTML, CSS, JS

## TOOLS

Figma

VS Code

Photoshop

## EDUCATION

### UX / UI Design

Certification | Career Foundry

Feb 2023 - ongoing

### Branding & Social Media Mkg

Certification | UAL | London

July 2022 - Aug 2022

### Interior Design

Philippine School of Interior Design

2007 - 2009

### Design & Merchandising

Certification | The New School | NYC

July 2004 - Sept 2004

### BA Humanities

Ateneo de Manila University | Philippines

2000 - 2004

## SUMMARY

A UX/UI Designer and knowledgeable in HTML, CSS and Java Script. Previously an Interior Designer with experience as an entrepreneur, equipped with the ability to listen and empathize and finds excitement in tasks related to visual design, branding and content creation. Ready to co-create intentionally designed, user-centered, accessible and visually appealing digital products to improve everyday experiences.

## UX / UI PROJECTS

### UX / UI Designer - Career Foundry Project (June-Aug 2023)

Balibago Waterworks | Manila, Ph | App for customers to view and pay bills.

- Designed a mobile payment app that allows users to view bills and pay easily. With no existing app, customers are inconvenienced to have to pay through a 3rd party service. With the native app, transactions require less steps, offering accessibility, convenience and practicality for users.
- Role: User Analysis, Competitive Analysis, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, Customer analysis, Design Research, Branding and Visual Design

## WORK EXPERIENCE

### Interior Designer - Freelance (2011 - 2022)

Manila, Ph | Designed homes and commercial spaces

- Applied user-centered design to every phase from conceptualization, implementation to turnover, merging the clients' requests and complimenting them with my expertise to deliver aesthetically appealing and functional spaces with favorable outcomes and happy satisfied clients.
- Provided immediate solutions for unexpected on-site problems, communicated and coordinated decisions with participating parties such as client, contractors and suppliers, managing expectations and saving time and resources as a result.
- Excelled at Space Planning, applied ergonomic principles which improved flow and movement, creating safe and comfortable spaces.

### Design Consultant, Building & Facilities Head (Oct 2020 - Aug 2022)

Philippine College of Criminology | Manila, Ph | Renovations & maintenance

- Resolved the recurring flooding problem and spearheaded the repair and renovation of the school's drainage system, restoring order and safety.
- Strategized long term renovation goals by breaking down the process into phases, logistically planned the temporary relocation of affected offices and equipment, saving time and resources with budget considerations and ensured continuous work efficiency and productivity during the renovation.

### Entrepreneur (2015 - 2019)

BabySteps (Shoes for Babies & Toddlers, Online Shop) | Manila, Ph | Owner

- Networked by joining fairs, activated social media marketing on Instagram and Facebook, planned quarterly themes and designed collaterals using Canva, MailChimp and Photoshop and reached out to influencers. The goal was to launch the brand, increase brand awareness and reach and build strong impactful presence online to drive sales. The result was monthly sales quota, good testimonials with happy repeat customers, continuous brand growth and recall.