Bianca

I'm a Product Designer blending curiosity and creativity to craft simple, intentional experiences.

I believe thoughtful design begins with asking the right questions. That mindset helps me balance business goals with human needs, designing experiences that are intuitive, inclusive, and built to last.

Skills

Product Design, UI/UX Design,
UX Research, Usability Testing,
Branding, Graphic Design

Tools

Figma, Adobe Suite (Photoshop, Illustrator, XD, Premiere, After Effects), Notion, Slack, UX Army

Languages

English
Filipino

Professional Experience

Manager (UI/UX Design) | Smart Communications, Inc.
August 2018 - September 2026

LiveSmart: Led end-to-end design for payments, including product purchases, bill payments, and wallet management, while contributing to broader app design and iterative improvements aligned with user and business needs.
The product is currently in development, with public release forthcoming.

Smart App: Co-managed project assignments and workload while driving ongoing design improvements and UX research, with a focus on payments, postpaid enterprise accounts, Help Desk, ad placement, and app feature enhancements. The app is a rebrand and improved version of GigaLife, with its payment experience contributing to daily **revenue of up to ₱12 million**.

GigaLife App: I was one of the pioneer designers for the app, which reached up to **5 million monthly active users** and over **10 million installs**. I contributed across user research, UX design, prototyping, and iterative product improvements.

Creative Consultant | ProSynergy Inc.
April 2015 - Present

Led the company's rebrand and established its new brand identity. I also redesigned the end-to-end corporate website to improve the user experience and clearly communicate its services and offerings. I continue to provide design consulting on marketing materials and brand direction.

Freelance Product Designer | Deya
December 2023 - May 2024

Designed key modules for a web-based payroll app, including timesheets, payroll, shift schedules, and biometric uploads. Contributed to the initial brand identity and visual direction.

Junior Art Director | Aarki (now RZR)
March 2017 - April 2018

Tasked to execute marketing ideas to compelling and world class visual designs, creating top-line rich media, mobile and digital advertising campaigns. I developed and implemented creative concepts and design strategies.

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