



Product Designer · UX / UI

PROFILE

Product designer with 17+ years of experience, the last 8 in product: from websites and mobile apps to complex applications in logistics, fintech, and enterprise. I focus on the system underneath the interface and make it usable, with AI now part of how I explore, prototype, and build.

EXPERIENCE

UX / UI Designer · QuadX Inc. · Makati Apr 2023 – Present

- Led design of the GoGo Xpress rider app and hub tools, merging two delivery apps into one that riders now use daily.
- Design UX/UI across the company's logistics, e-commerce, and fintech products: new features, redesigns, internal tools, and marketing websites.
- Design high-fidelity UI for web, iOS, and Android, consistent with each product's brand, and work closely with developers through handoff.
- Use AI tools like Claude and ChatGPT alongside Figma to explore, prototype, and build faster.

UX / UI Designer · TayoCash · Ortigas Aug 2022 – Mar 2023

- Designed mobile-first fintech flows: clear user paths and best-practice patterns, shaped by user needs and feedback.
- Produced wireframes and high-fidelity mockups, and presented concepts to cross-functional teams and senior leadership.

UX / UI Designer · QuadX Inc. · Makati Feb 2020 – Aug 2022

- Designed growth-focused features for web and mobile, from requirements with the product manager to wireframes, prototypes, and visual design.
- Redesigned existing interfaces for Android and iOS, working in agile teams to balance user needs, business goals, and technical constraints.

Sr. Visual Communications Specialist · QuadX Inc. · Makati Oct 2018 – Jan 2020

- Designed web and marketing campaigns with the Marketing and Customer Lifecycle teams to drive demand and new customers.
- Designed weekly email promotions sent to more than 200,000 users, and ads for Facebook, Instagram, and other platforms.

Web / Graphic Designer · CRM Online Australia · Makati Dec 2013 – Feb 2018

- Designed the UI for Fieldmagic, a field service web app, including sign-up, onboarding, plan selection, and CRM screens, and its marketing website.
- Worked with developers on design standards so what shipped matched the designs.
- Designed websites, SugarCRM dashboards, and marketing materials (brochures, newsletters, infographics, presentations).

Graphic Designer · Freelancer.com Philippines · Makati Nov 2012 – Dec 2013

- In-house designer on the company's marketing team: email campaigns, digital newsletters, and editorial layouts.

Team Leader, Web / Graphic Designer · Zeniark · Clark Nov 2008 – Jul 2012

- Led the graphic design team on print and web work, assigning and supervising projects and approving all final output.

SELECTED WORK

GoGo Xpress

Logistics · rider app and hub tools
arvelie.com/work/gogo-xpress

ShippingCart

Logistics · package insurance
arvelie.com/work/shippingcart

XPay

Fintech · sign-in and accounts
arvelie.com/work/xpay

SKILLS

Product Design (0→1 and growth)
UX / UI Design
User Flows & Wireframing
Prototyping
Design Systems
Mobile (iOS & Android)
Responsive Web
Design to Code (HTML, CSS, React)
Cross-Functional Collaboration

TOOLS

Figma
Photoshop
Illustrator
Jira
GitHub
VS Code
ChatGPT
Claude & Claude Code

EDUCATION

BS Computer Science

Angeles University Foundation
2004 – 2007

CERTIFICATES

Foundations of User Experience Design

Google · Coursera · 2021

Start the UX Design Process

Google · Coursera · 2021