

# Jason Angeles

## UI/UX Designer

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Dubai, UAE

### Work Experience

#### UI/UX Designer | Sun & Sand Sports (E-commerce)

Jan 2017 - Present, Dubai, United Arab Emirates

Gather and evaluate business requirements and user needs in collaboration with stakeholders, product managers, and engineers

Take a customer-centered design approach using UX methodologies (User research, usability testing, gathering live customer feedback)

Design user-friendly and functional interfaces, implement intuitive user experiences across the company's e-commerce website and mobile apps

Develop and maintain a design system for a cohesive visual language across all platforms

Rapidly test and iterate designs on ideas using process flows, wireframes, low-fidelity and high-fidelity prototypes to effectively communicate design strategies and detailed interaction behaviors

Works alongside the development team to verify that designs are executed correctly across multiple digital touch points

#### UI Graphic Designer | Property Finder

Mar 2014 - Dec 2016, Dubai, United Arab Emirates

Discussing project briefs with the Art Director in producing ideas that adhere to our brand guidelines/standards.

Designing and producing offline and online creative materials to support the company brand and its products (B2B brochures, Media kits, Print adverts, Magazine, Infographic illustrations, EDMs, Landing pages, web banners, etc.)

Wireframing templates for digital products of the company. Creating responsive high-fidelity user interface (UI) designs and presenting to stakeholders meetings its value propositions.

#### Graphic Designer | Home Centre

May 2012 - Mar 2014, Dubai, United Arab Emirates

Delivers digital design contents for print and web media in the Marketing and Brand communications departments. Scope includes, but not limited to, brand collaterals: print ads, display ads, logo designs, signals, email newsletters, flash/static web banners, online contest app pages, etc.

Reports to the Brand manager in developing/updating the company's brand identity handbook circulated across all its territories. Prepares design presentations/mock-ups as needed for new or additional guidelines for the brand manual.

Provides in-house design requirements requested by internal departments of the company.

#### Creative Supervisor | Resorts World Manila

Feb 2010 - Feb 2012, Manila, Philippines

Involved in concepts/creating marketing collaterals mostly for Resorts World Manila — a company name under Travellers International Hotel Group, Inc.

Collaborates with the in-house copywriters in creating the BTL advertising materials in print and some web requirements as well.

Briefing other members of the creative team about the approved ideas/pitches from the in-house clients in the company (Hotel, F&B, Corporate, Membership, Entertainment, Casino Promotions, etc.)

### Skills

#### User research

User personas, stories, and scenario propositions / User interviews and survey generations / Data gathering and analysis / Usability testing through A/B experiments

#### Design

Ideation and strategy case study presentations / Concept sketches / User flows and DoGo maps / Wireframes and mockups using Sketch App / Interactive and motion design / UI design libraries and style guide creation

#### Prototyping

Paper and digital rapid prototyping / Low and high-fidelity prototypes using Invision and Protopie

#### Collaboration

Jira software for business stakeholders and developer collaboration / Teaming up to bridge the design and developer divide / Self-starter and flexible

#### Other software skills

Adobe Photoshop, Indesign, Illustrator & After Effects / HTML / CSS / Graphic Design / Photography

### Education

#### BFA Advertising Arts | Far Eastern University

2002 - 2006, Manila, Philippines

#### Adobe Indesign Training Course | Philippine Center for Creative Imaging

2010, Manila, Philippines

#### Human-Centered Service Design | IDEO U

2019, San Francisco, California  
(Online course)