



D-D'ÄÖÜŒU

Experienced UI Designer and Developer focusing on data-informed user-engagement design strategy to improve user interaction and conversion performance

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EXPERIENCE

Lead UI/UX Designer/Developer

Buffini & Company - Carlsbad, CA (7/2015 - 7/2023)

Designed and developed web user-interface starting from research and ideation to prototyping and implementation to analytics and revisions:

- Designed and developed mock-ups, storyboards, wireframes, user-flows, and scalable/responsive prototypes from Figma and Abode XD mock-ups to interactive functional prototypes for demos and reviews
- Designed and managed UI components, library systems, methods, and A/B Split Testing procedures
- Planned, delegated and managed project tasks to other team members to properly execute and complete tasks on time
- Introduced and developed UI design systems to improve production flow, maintenance, progress tracking and UI performance
- Helped rebuilt design operations to increase efficiency using streamline systemization and standardizations
- Designed and developed lead-gen web app to improve user-engagement with built-in tracking system which improved company's online newsletter subscription (conversions) volume by 100%
- Collaborated with cross-functional managers on utility product design, UI design/development, design systemization/procedures, and management
- Created and initiated design and production strategies to execute a multi-site migration project from Azure platform to WordPress CMS framework
- Designed and built email marketing templates and assisted in design standardization
- Designed digital marketing assets for blog articles, social media ads and email marketing campaigns

KEY SKILLS

UI Mockups/Prototypes
 UI Design/Development
 Digital Product Design
 Mobile Optimization
 A/B Split Testing
 UX Audit Report
 Web Analytics/Reports
 Performance Tracking
 Design Op/System
 Digital Marketing
 Conversion Optimization
 SEO/SEM

DESIGN TOOLS

Figma
 Adobe XD
 Adobe Dreamweaver
 InVision
 CSS/CSS3
 Bootstrap/Foundation
 Adobe Creative Suite
 WordPress

DEVELOPMENT TOOLS

Javascript
 HTML/HTML5
 PHP/MySQL
 React JS
 Gatsby
 Visual Studio Code
 Github
 Google Analytics
 Tag Manager
 Google Data Studio

UI/UX Designer/Developer

LPL Financial - San Diego, CA (1/2012 - 7/2012)

Designed UI layout, concepts, demos, prototypes, wireframes and HTML/CSS markups:

- Assisted in redesigning company's UI design for company's main framework
- Maintained design prototypes and raw layouts
- Worked with senior software developers on user-interface wire-frames, revisions and specs
- Collaborated with UX Department on UI/UX optimization and analytics

Creative Director/Product Designer

Table Bay Financial - San Diego, CA (2/2011 - 12/2011)

Designed and developed company's main site and became the Creative Director for all print collaterals and event presentations:

- Responsible for all company branding and marketing initiatives including print and online portals and presentations
- Built, managed, produced marketing collaterals and materials for every event and seminar
- Designed and developed company's main site including migrating old framework to WordPress CMS.
- Created and maintained brand and web style-guide

EDUCATION

Pratt Institute of Design
Brooklyn, New York, AOS
Degree in Digital Design and
Interactive Media

TRAINING/CERTIFICATIONS

Certified Google Analytics
Udemy Courses
Frontend Masters

LANGUAGES

English (native)
Tagalog (fluent)
Spanish (conversational)

MISCELLANEOUS

Pip Abrigo is a former cast member of Disney's Broadway "The Lion King" musical in NYC from 1997 to 2000 and an aspiring singer/songwriter in San Diego area.