# PIP ABRIGO

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 Product Designer/Developer

**BuzzAhh.com - Vista, CA (1/2024 - Present)** Designed and developed core business logic for flagship marketplace platform including market research, ideation, prototyping, production, and GenAI implementation:

- Planned, designed (UI/UX), and developed core business logic, systems, and procedures for ecommerce platform
- Designed and produced wireframes, mock-ups and prototypes for demos and presentations
- Collaborated with engineers on back-end and payment system projects and deliverables
- Planned, developed and deployed production releases
- Implemented GenAI features and functionalities

### Lead Web/UI 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 storyboards and wireframes from Figma and Abode XD mock-ups to interactive prototypes
- Designed and managed Web/UI components, library systems, methods, A/B split procedures, and design systems to improve production flow
- Planned, delegated and managed project tasks to other team members to properly execute and complete tasks on time
- Improved company's online newsletter subscription (conversions) volume by 100% with built-in tracking system
- Collaborated with cross-functional managers on utility product design and Web/UI design/development projects

## KEY SKILLS

GenAI Development
eCommerce Dev
Digital/Web Design
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
CSS/CSS3 Bootstrap
Foundation CSS Kit
Adobe Creative Suite
WordPress/Elementor

## DEVELOPMENT TOOLS

Anthropic/Claude API
ChatGPT AI/API
Make/Zapier (API)
Javascript
HTML/HTML5
PHP/MySQL
React/Next JS
Gatsby
Visual Studio Code
Github
Google Analytics
Tag Manager
Looker 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/Web/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

## Web/Digital Designer/Developer

**WebQuest Inc. - Westlake Village, CA (2005 - 2011)**

Designed and developed company's client main portal sites and managed client relations on web projects and productions:

- Lead designer in the marketing department to produce web promotion materials
- Built, managed, and produced web marketing collaterals including online tours
- Designed and managed digital creatives and assets