



# 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 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 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 Web/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 Web/UI design systems to improve production flow, maintenance, progress tracking and Web/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, Web/UI design/development, design systemization/procedures, and management
- Created and initiated web 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

Web Design Specialist  
 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  
 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/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

### EDUCATION

Pratt Institute of Design  
Brooklyn, New York  
2000, 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.