

Maybelle Briones

PRODUCT DESIGNER

maybellebriones.com // hello@maybellebriones.com

I'm a product designer committed to crafting digital experiences that make a difference. With a user-centered approach, I strive to design solutions that are not only functional but also delightful and memorable.

education.

Bachelor of Fine Arts major in Advertising

2005-2009, Far Eastern University (Manila)

Graduated with Distinction: Cum Laude

skills.

Wireframing · Prototyping · Visual Design · User Interface Design · Design Systems · Style Guides · User Research · Product Thinking · HTML · CSS

tools.

Figma · Sketch · Adobe XD · Photoshop · Invision · Whimsical · Notion

experience.

Freelance Product Designer

Freelance, Aug 2022 - Present

- Translate concepts into wireframes, prototypes, and high-fidelity designs
- Work with design systems to design, improve, and expand the components within the system

Product Designer

Workmate, Nov 2019 - April 2022

- Partnered with the Product, Engineering, and Analytics team to understand design requirements
- Owned the end-to-end user journey and all aspects of design execution from vision, ideation, prototyping, user testing, and final production
- Performed design QA after development to ensure the finished product matches the designs and meet the product standards
- Helped establish the company's first version of a design system
- Revamped the company's marketing website to align with new product offerings and changes in the industry landscape
- Designed the MVP of the company's latest product

UI/UX Designer

500Designs & Appetiser Apps, Sep 2018 - Sep 2019

- Conceptualised design solutions through wireframing
- Translated research insights into workable user interfaces
- Delivered high fidelity designs and prototypes

Web Designer → Art Director

Verz Design, Jul 2012 - Feb 2018

Web Designer

Stratvisions Inc., Jun 2011 - Jun 2012

Graphic Designer

Gain Express, Jul 2009 - May 2011