

Andie Poblete

UX/UI Designer

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Summary

Versatile designer focused on UX/UI, complemented by a background in web development and graphic design spanning 4+ years. Experienced in working closely with B2B entities and contributing to projects geared towards social change. Seeking opportunities to apply creative and technical skills in crafting intuitive user experiences and visually engaging interfaces.

Experience

Third Pillar Business Applications Inc. | Branding and Creatives Specialist (Jan 2024 to present)

- Executed brand across print, web, events, and the entire customer journey from acquisition to closing.
- Increased leads after a UX and UI revitalization of the website, social media, and in-person customer journey experiences.

Qadra Studio | Web Development Project Manager (Sep 2020 to Sep 2023)

- Delivered 20+ bespoke web projects across various industries such as banking, education, communication, health, e-commerce, energy, and more.
- Directed a team of up to 5 people, while researching new tools, processes, and business strategies.
- Established the web dev internship program and facilitated the first 4 batches.

Education

De La Salle-College of Saint Benilde (2016 - 2020)

Bachelor of Arts in Multimedia Arts, *Cum Laude*

Volunteer Experience

Kairos | Education and Research Committee (Apr - June 2021)

- Organized Zoom/Facebook webinars with an audience of over 100 simultaneous viewers.
- Research and copywrote on students' mental health during the pandemic.

MakeSense Philippines | SenseReporter (Aug - Sep 2020)

- Illustrated infographics and comics for 3 original articles in this micro-internship about social impact.

Media Max | Executive Board - Logistics Head (Jun 2018 - Aug 2020)

- Procured venues and materials for events, workshops, and photoshoots.
- Increased membership by 250% through more streamlined planning and execution.
- Pioneered the first *adobo class a conference* at Benilde.

WhenInManila | Intern (Jul 2017 - Feb 2018)

- Provided coverage for events and product reviews through photography, videos, graphic design, illustrations, and interviews.

Design Tools

Figma, Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro, After Effects, XD), Da Vinci Resolve, Canva

Technical Tools

HTML / CSS / JS, PHP, MySQL, WordPress, GitHub

Languages

English, Filipino, Spanish, Filipino Sign Language (FSL Level 1), Korean