

Andie Poblete

Product & Experience Designer

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Professional Experience

NCS Philippines

Mar 2026 - Jul 2026

UI/UX Designer

- Designed user-centered interfaces for a complex B2B web platform, using agile methodology to iteratively refine outputs and balance user needs, technical constraints, and business goals.
- Collaborated with cross-functional teams (business analysts, product, engineering, QA) to ensure business-aligned solutions & high-quality implementation.
- Presented design concepts and rationale to stakeholders, gathering feedback and operational insights.

Third Pillar

Jan 2024 - Mar 2026

Brand and Creatives Lead

- Spearheaded branding and creative initiatives across digital, print, and event channels to create cohesive, user-centered experiences that strengthened the brand and supported business growth.
- Increased lead generation by 175% through UI & UX improvements across all digital brand touchpoints.
- Streamlined creative workflows, file management systems, and vendor management to ensure consistency and efficiency in executing marketing initiatives.

Qadra Studio

Nov 2020 - Sep 2023

Project Manager

- Led teams to deliver bespoke branding and digital experiences across diverse industries including technology, education, healthcare, e-commerce, energy, and banking.
- Bridged creative execution, team leadership, and process innovation, driving improvements in workflows, tools, and strategies to enhance efficiency and quality.

Notable Projects

VIZCODE

2024 - present

UI/UX Designer & Web Developer

- Led the end-to-end experience design of VIZCODE, a visual online learning platform for Philippine Architectural Standards—from UX strategy and wireframing to interface design and product delivery.
- Designed interactive learning experiences, gamified Review Modes, community features, and an AI-powered study assistant to improve engagement, knowledge retention, and member support.

Education & Certifications

Bachelor of Arts in Multimedia Arts, Cum Laude

2016 - 2020

De La Salle-College of Saint Benilde

Salesforce Certified User Experience Designer

Oct 2024 - Oct 2026

Salesforce

Skills & Tools

Hard Skills: Wireframing, Prototyping, User Flows, Information Architecture, Design Systems, Visual Design, Usability Testing, Journey Mapping, Persona Creation, Competitive Analysis, A/B Testing, Accessibility Standards

Design Tools: Figma, Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro, XD, etc.), Sketch, Balsamiq, Framer, Miro, Canva

Web Development Tools: HTML, CSS, JavaScript (React.js, GSAP), PHP, WordPress, Webflow, GitHub, Google Analytics, Google Search Console, Ahrefs, SEMrush, Jira

Languages: English, Filipino, Spanish, Filipino Sign Language (FSL Level 1)