

Andie Poblete

Product & Experience Designer
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Professional Experience

NCS Philippines
UI/UX Designer

Mar 2026 - Jul 2026

- 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
Brand and Creatives Lead

Jan 2024 - Mar 2026

- 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
Project Manager

Nov 2020 - Sep 2023

- 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
UI/UX Designer & Web Developer

2024 - present

- 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
De La Salle-College of Saint Benilde

2016 - 2020

Salesforce Certified User Experience Designer
Salesforce

Oct 2024 - Oct 2026

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, Framer, Webflow, GitHub, Google Analytics, Google Search Console, Ahrefs, SEMrush, Jira

Languages

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