

RASHED PEREZ

Product Designer (UI/UX)

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PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience designing and delivering B2B SaaS and healthcare products. Strong background in UX/UI design, wireframing, rapid prototyping, design systems, and frontend-aware design execution. Experienced in translating complex requirements into intuitive, pixel-perfect interfaces, collaborating closely with engineers and product teams in fast-paced Agile environments. Experienced in designing data-driven dashboards and enterprise SaaS tools, emphasizing clarity, scalability, and usability.

CORE COMPETENCIES / KEY SKILLS

- Product Design (UI/UX)
- User Experience & Interaction Design
- User Flows & Information Architecture
- Wireframing & High-Fidelity Prototyping
- Responsive Web & Enterprise Application Design
- Design-to-Development Handoff
- Design Systems & Style Guides
- Accessibility & Inclusive Design
- Rapid Iterative Design & Design Thinking
- Data Visualization & Dashboard Design
- Usability Testing & Feedback Iteration
- Agile / Jira-based Collaboration

PROFESSIONAL EXPERIENCE

Product Designer

June 2023 – Present

SugboDoc Technologies Inc. | Cebu City, Philippines

- Led end-to-end product design for a multi-role, cloud-based healthcare SaaS (EMR) platform used by practitioners, patients, and operations teams.
- Designed and delivered wireframes, interactive prototypes, and high-fidelity UI for complex enterprise features including Inventory Management, Billing & Payments, RIS/PACS, POS, Virtual Consultations, Analytics, and Reporting.
- Improved usability and task clarity across core workflows by restructuring user flows and information architecture for high-frequency clinical and administrative tasks.
- Established and scaled a design system that standardized components, layouts, and interaction patterns, resulting in faster design iteration and more consistent UI across products.
- Translated ambiguous business and technical requirements into production-ready design solutions, reducing back-and-forth during development handoff.
- Collaborated closely with frontend and backend engineers to ensure pixel-perfect implementation, accounting for technical constraints and implementation feasibility.
- Designed data-heavy dashboards and reports, improving readability and decision-making for operational and business stakeholders.
- Supported development teams throughout the implementation cycle, including design QA, feedback iteration, and post-release refinements.

- Actively contributed to Agile workflows, managing design tasks and feedback using Jira in a fast-paced environment.
- Created internal and external design assets including product presentations, marketing visuals, and launch materials.

Software Developer Intern

March 2023 – May 2023

SugboDoc Technologies Inc. | Cebu City, Philippines

- Supported UI/UX design and web development tasks as part of a cross-functional product team.
- Assisted in implementing and reviewing frontend components, strengthening design-to-code collaboration.
- Participated in testing, documentation, and requirement validation, helping ensure features met functional and usability expectations.
- Assisted in preparing tax returns and ensuring compliance with IRS regulations.
- Gained practical understanding of frontend and backend coordination, improving the technical quality of design handoffs.

Customer Service Support

Oct 2021 – May 2022

Sykes Asia Inc. | Cebu City, Philippines

- Delivered customer support for a large-scale academic platform, resolving inquiries related to accounts, payments, and refunds.
- Addressed user issues efficiently and empathetically, contributing to a positive customer experience and issue resolution rate.
- Documented recurring user problems and resolutions, supporting internal process and service quality improvements.
- Developed strong communication and problem-solving skills applicable to user-centered product design.

EDUCATION

Bachelor of Science in Information Technology

2024

Asian College of Technology | Cebu City, Philippines

TECHNICAL SKILLS

- | | |
|----------|------------------------------------|
| • Figma | • PowerBI |
| • Framer | • Visual Studio Code |
| • Jira | • HTML, CSS, HMVC, CodeIgniter PHP |
| • Github | |

AWARDS

UI/UX Design Excellence Award

2025

Sugbodoc Technologies Inc. | Cebu City, Philippines

UI/UX Design Excellence Award

2024

Sugbodoc Technologies Inc. | Cebu City, Philippines

UI/UX Design Excellence Award

2023

Sugbodoc Technologies Inc. | Cebu City, Philippines

LANGUAGES

English - Conversational

Cebuano – Native

Tagalog - Conversational