

Trisha Marie P. Alipio

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience crafting thoughtful digital experiences. Passionate about smooth user experience, visual design, mobile applications, and e-commerce. Experienced in integrating AI tools into the design process to improve efficiency and output quality.

EXPERIENCE

Booky - Scrambled Eggs Software, Inc

Senior UI/UX Designer | Aug 2023 - July 2026

- Owned end-to-end design delivery across all Booky products, from initial ideation through high-fidelity mockup, ensuring consistent quality and on-time handoffs to development
- Managed and maintained the Booky Design System, standardizing UI components and patterns across multiple products and services
- Led and mentored a team of four mid-level designers, providing career guidance, design feedback, and raising the overall quality bar across deliverables
- Created high-fidelity mockups, style guides, and design systems for all Booky products
- Collaborated cross-functionally with product managers, developers, and stakeholders to align design solutions with business and user goals
- Advocate for the UI design best practices and standards throughout the design process
- Integrated AI tools (Claude) into the design workflow to accelerate ideation, explore design variations faster, and improve team output quality

UI/UX Designer | Jun 2022 - Aug 2023

- Designed high-fidelity mockups for core Booky products including the Ordering Page, CMS, Mini App, and Booky App
- Built wireframes and interactive prototypes to validate designs through usability testing
- Conducted UX research and usability testing using Maze to surface user pain points and inform design iterations
- Collaborated closely with the design team, business analysts, project managers, and developers to ensure smooth, accurate implementation of designs
- Presented design solutions to stakeholders, translating user needs into clear, business-aligned design rationale

Ideo Studios

Associate Graphic Designer | Feb 2021 - Jun 2022

- Designed responsive visual interfaces for web and e-commerce projects, balancing brand consistency with conversion-focused layouts
- Developed interactive prototypes to communicate design intent to clients and dev teams
- Produced creative assets for digital ad campaigns, adapting visual concepts across formats and placements
- Contributed to front-end web development using Drupal, bridging design and implementation
- Collaborated closely with the creative team, account managers, and stakeholders to deliver cohesive design solutions on time

Junior UX Designer | Nov 2019 - Feb 2021

- Created responsive visual designs for web projects, developing a strong foundation in layout, typography, and brand application
- Produced prototypes and design mockups to support client presentations and project reviews
- Designed graphic assets for ad campaigns, iterating on concepts based on team and client feedback
- Gained hands-on experience in front-end Drupal development alongside core design responsibilities
- Collaborated with the creative team and account managers, supporting smooth handoffs and incorporating feedback throughout the design process

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Terabyte Solutions Inc.

Junior Software Developer | Jun 2019 - Nov 2019

- Built full-stack features for a Medical and Dental Clinic web system using Java, JavaScript, SQL, HTML & CSS
- Contributed to both front-end interfaces and back-end logic, supporting a complete and functional client-facing product
- Collaborated with developers and internal stakeholders to deliver functional web solutions aligned with project requirements

Full Stack Web Developer Intern | Aug 2018 - Mar 2019

- Developed an internal Daily Time Record and Payroll web system using Java, SQL, HTML & CSS
- Gained foundational experience across the full development stack, from database design to user-facing UI
- Worked closely with the development team, supporting project delivery and incorporating feedback from internal stakeholders

CERTIFICATIONS

Foundations of User Experience (UX) Design

Coursera

May 2023

UI/UX Design Essentials - Panelist

CIIT College of Arts and Technology

Apr 2023

MTA: Introduction to Programming Using HTML and CSS - Certified 2018

Microsoft

Jul 2018

EDUCATION

Bachelor of Science in Information Technology (Web and Mobile Application Specialization)

FEU Institute of Technology

2015 - 2019

Secondary Education

Marikina Catholic School

2011 - 2015

SKILLS

Technical skills

- UI/UX Design
- Product Design
- Design Systems
- AI tools
- Responsive Design
- Wireframing
- Prototyping
- Usability Testing
- User Research
- HTML & CSS

Software skills

- Figma
- Linear
- Claude
- ChatGPT
- Figma Weave
- Maze
- Tally
- Framer
- Adobe Photoshop
- Adobe XD

Soft skills

- Design leadership
- Team management
- Cross-functional collaboration
- Adaptability
- Strategic thinking
- Attention to detail
- Continuous learning
- Cross-functional communication

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