

# MARK EDWARD HIPOLITO

## UI/UX DESIGNER

### CONTACT



+639277223288



mark.hipolito63@gmail.com



behance.net/markworkzdesign



Poblacion, San Remigio Cebu,  
Philippines 6011

### SKILLS

- Prototyping, wireframing, user flows, mockups
- Visual design and design software
- User research and usability testing
- Agile Project Management
- Information architecture
- Collaboration
- Communication and presentation
- Prioritization and time management
- User Experience Design

### EDUCATION

Associate Airline Maintenance Engineering  
**Cebu Aeronautical Technical  
School**  
2008-2011

### LANGUAGES

HTML



CSS



JAVASCRIPT



### PROFILE

A self-taught UI/UX Designer with five years experience in a variety of exciting projects. A passion for fresh and original design combined with a level headed and rational approach to clients, needs has led to an impressive portfolio of projects. A hands-on approach to the entire creative process means that each project is curated with the utmost attention from inception to final delivery. A strong communicator with the ability to communicate ideas clearly to clients, teammate and outsource efficiently from UX to visual design.

### WORK EXPERIENCE

#### UI/UX Designer (Remote)

Mashmedia Australia

Dec 2020 - Jan 2023

- Gather and evaluate customer requirements in collaboration with product managers and engineers
- Develop personas and usage scenarios
- Create wireframes (mock-ups of applications), storyboards, sitemaps and screen flows
- Define interaction models, user task flows, and UI (user interface) specifications
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like
- Proficiency in visual communication and finding creative ways to solve UX problems
- Prepare and present rough drafts to internal teams and key stakeholders
- Identify and troubleshoot UX problems (e.g. responsiveness)
- Conduct concept and usability testing and gather feedback
- Run user testing of applications, software and websites
- Conduct layout adjustments based on user feedback
- Consider existing applications and evaluate their UX (user experience) effectiveness
- Assist with content development
- Analyze user feedback and activity, and iterating to enhance the user experience
- Communicate design ideas and prototypes to designers and developers

#### Jr. Website Builder

CML Mopro Philippines - Cebu City

Dec 2016 - April 2018

- Design websites within our proprietary builder platform and work with our builders to turn them into polished products
- Communicate with clients via phone and email, providing an excellent experience from onboarding to website launch
- Help clients identify and reach their online goals while advising on digital marketing best practices
- Fulfill client revisions and requests
- Provide expert guidance on our process and products
- Manage multiple projects seamlessly while managing time well
- Clearly relay information gathered from clients to our website building team
- Collaborate with multiple teams, including Tech and Sales
- Set clear client expectations and offer resolutions for challenges

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### EXPERTISE

- Web Design
- User Interface Design
- User Experience Design
- Mobile Application Design
- Web Application Design
- Graphics Design
- Design Strategy
- Design Mockups
- Visual Communication

### TOOLS

Photoshop



Illustrator



Adobe Xd



Figma



In-design



### WORK EXPERIENCE

#### IT Personnel

Local Government San Remigio

Jan 2015 - May 2016

- Familiarity with physical, network, and software security , Installing firewalls and routers, Data encryption, Troubleshooting, Cloud Administration, Installing and configuring computer hardware and software.
- Perform system maintenance and updates as appropriate.
- Provide staff with technology support, which includes troubleshooting operating systems, applications, and network issues, answering questions regarding application use, and the installation of software.
- Develop and nurture relationships with staff to encourage technology use.
- Perform system maintenance and updates as appropriate.

#### Freelance UI/UX Designer

Remote

Jan 2017 - Current

- Driven, accountable, humble, and honest to the point
- A collaborative team player and can mediate differences in opinion
- Communicate ideas in an articulate manner with your team, and technical and non-technical audiences through written, oral and presentation mediums
- Open to trying different approaches to arrive at the best possible solution
- Able to accept and adapt quickly and constructively to change
- Keen to learn and self-improve
- Inclined towards making work simple and organized
- Able to easily switch between thinking creatively and analytically
- It is natural to understand and share our users' emotions
- A big dreamer with the guts to get into the unknown.
- Investigating user experience design requirements for our suite of digital assets.
- Developing and conceptualizing a comprehensive UI/UX design strategy for the brand.
- Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
- Designing UI elements and tools such as navigation menus, search boxes, tabs, and widgets for our digital assets.
- Testing UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.
- Collaborating with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user.
- Providing advice and guidance on the implementation of UX research methodologies and testing activities in order to analyze and predict user behavior.
- Adhering to style standards on typography and graphic design.