

JOSE ILDEFONSO LABAYEN

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Personal Summary

Heavily experienced in designing digital experiences that help companies succeed and elevate human experiences

Work Experience

July 2023 - Present

Co-Founder/ Chief Design Officer - Lablife Multimedia

Tasked with both acquiring clients and translating their requirements into tangible digital designs for development. Responsible for identifying and securing clientele, as well as converting client needs into actionable digital design concepts.

April 2022 - July 2023

Head of User Experience - Leap Froggr

My main responsibility as a head of the user experience design team is to ensure seamless journey of our users in our (healthcare) digital products.

It is also my responsibility to manage the traffic of workflow and deliverables for all product designers.

As a design lead, I am also responsible in helping individual designers to grow and progress in their careers.

November 2021 - March 2022

UI / UX Designer - Finstro Philippines

As a UI/ UX Designer, my responsibilities are to support in creating designs needed for B2B Financial management platform

September 2018 - November 2021

User Experience Design Lead - Home Credit Philippines

Responsible in forming and managing the design team for Home Credit Philippines who are on a mission to revolutionize the Fintech and consumer finance in the Philippines.

As a design lead, I was responsible in establishing and advocating a human centric design approach in the online department.

It is part of my responsibility to ensure that the design team delivers designs that brings value to the users and the business.

February 2018 - September 2018

Sr. User Experience Designer - AXA Philippines

Support internal product verticals in creating a holistic experience for digital properties used by financial advisors . As a Designer for AXA Philippines, it is my responsibility to ensure a seamless experience for financial advisors as they create insurance plans via the AXA Solutions platform.

Education

Bachelor of Arts - Major in Mass Communication

University of Perpetual Help Rizal

June 2004 - Apr 2008

Skills

- User Research
- Usability Testing
- Strategic Planning / Ideation
- UI Design / Wireframing / Prototyping
- Project Management
- Creative Production (Video, Animation, and Sound)
- Communication
- Time Management
- Critical Thinking
- Copywriting

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Work Experience

May 2016 - July 2017

UX Design Lead - Quiddity Usability Labs

Highly involved in designing the over-all user experience of clients' digital products and services (such as e-commerce website, Inventory management system etc.) to provide solutions to their customers' pain points and challenges.

My role includes translating of high-level user and client requirements to a user-friendly product by providing UX strategy and directions for product features, Information Architecture, Wireframes, Prototypes and Inter action points.

September 2015 - May 2016

UI / UX Specialist - ASPAC Creatives Inc.,

Responsible in designing usable digital assets that provides engaging user experience to highlight services of the brand and expanding their campaign beyond traditional advertising.

Mar 2009 - September 2015

Various Positions - ABS-CBN Corporation.,

Responsible in designing usable digital assets that provides engaging user experience to highlight services of the brand and expanding their campaign beyond traditional advertising.

Ideation Specialist - Digital Media Division

Responsible for the creation of innovative products that contributed to ABS-CBN's commitment to public service. Highly involved in the product's lifecycle from gathering of data up to product deployment. Responsible for ensuring users will have a pleasant brand experience by monitoring and maintaining a good relationship with our users and iterate based on their needs.

Digital Strategist - Digital Brand Management

Assigned in guiding various ABS-CBN properties to establish a strong digital presence and expand their service beyond their traditional media platform by creating strategic concepts and digital marketing plans with their business objectives in mind.

Responsible in launching ABS-CBN's first online web series and user generated content effort to support campaigns for specific ABS-CBN brands.

Media Editor - Digital Terrestrial Television

Designed ABS-CBN Digital TV set-top box Electronic Program Guide. Role also includes designing logo studies for Digital TV channels and conceptualizing potential middleware applications to provide consumers a new TV experience.

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