

Alexis Collado

Portfolio: <https://alexiscollado.com>

Competencies: UI / Visual Design, Interaction Design, Prototyping, User Research, Usability Testing, Contextual Inquiry, User / Design Research, Competitive Analysis, Design Systems, Design Studio, Design Sprints

Technical Skills and Software: HTML, CSS, Sketch, Figma, Framer, InVision, Adobe Suite (Ps, Ae, XD, Lr)

EXPERIENCE

Kalibrr, Product Designer

August 2018 - Present | Makati, PH

- Facilitated over 22 interviews with direct users and created a reliable user council of jobseekers and recruiters to inform product design decisions.
- Created UX Debt process and shipped 15+ feature stories related to UX Debt. As a result, in Q4 Employer NPS, Product became the reason for being a promoter of Kalibrr at least 20% of the time.
- Led user research and company-wide design workshops to determine enterprise product scope leading to product improvements that enabled Kalibrr to retain key Enterprise clients on the verge of leaving the platform.
- Redesigned internal customer success tool to reduce user errors by 100% and improve efficiency of closing deals.
- Increased conversion rate of Facebook signups to completed Kalibrr profiles from 15% to 30% by designing onboarding.
- Redesigned cross-platform NPS survey, increasing user engagement by 60% through improved user flows, built on improved visual and interaction design.
- Helped unify Kalibrr's product quality and brand expression by migrating old components into a new Kalibrr design system.
- Created the Kalibrr Design Blog. Released over 12 design, product, and Kalibrr-related content on the company design blog and on social media on a bi-monthly basis.

Edukasyon, Product Design Intern

September - November 2017 | Makati, PH

- Collaborated with product managers to design mockups for event activations and newsletter landing pages. Held design studio workshops involving the CTO and product managers for new feature concepts.

Agoda, Product Design Intern

June - August 2017 | Bangkok, TH

- Created north star concepts for sorts and filters based on the jobs-to-be-done framework, UX research data, competitive analysis, and journey mapping.
- Collaborated with senior designers on interaction design for a weather component and top filter bar on the search results page.

NuWorks Interactive, UX Design Intern

October 2016 - February 2017 | Ortigas, PH

- Assisted in creating heuristic evaluation documents for digital assets.
- Prototyped new features to improve internal HR web application's work logs and profile modules.
- Supported UX team in handling affective testing sessions using GSR devices for over 30 participants.

Jump Digital, UX Design Intern

May 2015 - July 2015 | Ortigas, PH

- Produced identity assets, mockups, and prototypes for multi-million deal clients and non-profit organizations. Developed facebook application from scratch, for a lead generation campaign of a top airline company.

ORGANIZATIONAL AND LEADERSHIP EXPERIENCE

UX+ Conference, Co-founder and Organizer

July 2019 - Present

- Co-organized the largest UX conference in Asia, with 1,300+ paid attendees for a first-time event.
- Invited and flew-in speakers and UX practitioners from Google, Grab, Twitter, and Dropbox.
- Also invited top local UX designers from Metrobank, JG Summit, Frost Design, Quiddity, and First Circle. We received sponsorship from Google Design as the official co-presenter of the event.

Roots Design Podcast, Host and Producer

December 2017 - Present

- Currently producing a design podcast called Roots (<https://rootspodcast.design>), profiling the stories of Filipino designers around the world. Reached the top charts of Apple Podcasts and Spotify. Roots was also featured on *net* magazine (December 2019 issue). It has over 67 episodes and counting, and over 19,000+ cumulative listens.

User Experience Society, Co-founder and Founding President

July 2015 - June 2018

- Co-founded the first student UX organization in the Philippines. Created branding and identity, set vision and organizational structure. Pioneered flagship events of the organization.
- Expanded the organization locally and internationally to 7 chapters — Ateneo de Manila University, Chapman University, De La Salle University, Ateneo de Davao University, University of Santo Tomas, Colegio de San Juan de Letrán, and Yale University.
- Catered to the needs and pain points of early-stage designers by inviting 22 industry professionals to give UX talks, including a Google UX Designer.
- Designed and shipped an enlistment system for 7,000 Ateneo students in collaboration with the Computer Society of the Ateneo (CompSA). Spearheaded user research, co-design sessions, design strategy and UI/UX design for the project. Positive user feedback on the system went viral on Twitter.
- Became the youngest core member of User Experience Philippines (UXPH). Managed and coordinated all student volunteers for two years as part of UXPH.

EDUCATION

Ateneo de Manila University, BS Management Information Systems

2014 - 2018

- Selected as one of 35 delegates from all over the world to be immersed in Silicon Valley and entrepreneurship at Stanford University's Asia-Pacific Entrepreneurship Society Summit. Learned from the founders and partners of IDEO, Whatsapp, Palantir, Floodgate, StartX, Initialized Capital, and more. Pitched an end-to-end aerial solutions startup to a panel of venture capitalists.