

# LAIENE ALORA NITO

UI/UX Designer • Bulacan, Philippines

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## SUMMARY

UI/UX Designer with 6 years of experience creating user-centered, responsive, and accessible interfaces. Led projects across diverse industries, helping clients turn complex ideas into clear, intuitive designs. Skilled in collaborating with clients and cross-functional teams to align business goals, user needs, requirements, and technical constraints. Also experienced in designing marketing assets for both digital and print platforms.

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## EXPERIENCE

**Hooli Software, Inc.**

**Senior UI/UX Designer (Technical Designer)**

Jun 2019 - Jul 2025

- Led the end-to-end design and redesign of client- and customer-facing websites, mobile apps, customer portals, and admin dashboards across multiple industries.
  - Collaborated directly with international clients to define product requirements, user needs, and pain points.
  - Aligned design decisions with business goals, technical constraints, and inferred user needs based on stakeholder input, competitor analysis, and design best practices.
  - Designed and delivered wireframes, interactive prototypes, and design specifications using Figma and Adobe XD for user testing and smooth developer handoff.
  - Conducted internal user-research and usability testing to gather feedback and insights on the design.
  - Created style guides and contributed to the existing design system.
  - Worked cross-functionally with developers, project managers, and stakeholders to ensure alignment and enable faster problem-solving.
  - Managed multiple projects simultaneously, ensuring timely delivery of designs.
  - Created marketing assets including posters, social media graphics, eBooks, newsletters, and promotional materials for both digital and print platforms.
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## EDUCATION

**Bulacan State University**

Bachelor of Science in Information Technology (2015-2019)

- **Scholarship:** DOST-SEI Junior Level Science Scholarship (JLSS) Program, 2017-2019
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## TOOLS

- **Design:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Canva
  - **Research and Analytics:** Microsoft Clarity
  - **Collaboration:** Jira, Zoom, Gmeet, Microsoft Teams, Figjam
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## SKILLS

- Wireframing • Prototyping • Accessibility • Responsive Design • Agile Design • English Fluency