

# LAILENE ALORA NITO

UI/UX Designer • Bulacan, Philippines

✉️ [laileneatwork@gmail.com](mailto:laileneatwork@gmail.com) ☎️ +63 949 949 9725 🌐 [lailenenitodesign.com](http://lailenenitodesign.com)

## 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.

## EXPERIENCE

### Hooli Software, Inc.

Jun 2019 - Jul 2025

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

- 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.

## EDUCATION

### Bulacan State University

Bachelor of Science in Information Technology (2015-2019)

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

## TOOLS

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

---

## SKILLS

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