

# **Necole Cayanan**

## **UX & Product Designer**

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### **Summary**

Product designer with 6 years of customer success experience and a business marketing foundation that bridges user needs with measurable business outcomes. Specialized in user research, wireframing, prototyping, and usability testing to create digital experiences that drive revenue. Proven success increasing usability ratings by 53% and conversion rates by 33% through data-informed, user-centered design.

### **Experience**

#### **Freelance UX/UI Designer & Visual Designer | Nov 2022 - Present**

- Led end-to-end design processes from concept to execution, including user research, wireframing, prototyping, and usability testing for web and mobile applications
- Develop brand identities including logos and visual assets through collaborative design processes with clients, ensuring alignment with business goals and user needs

#### **Meta - Media Data Analyst | Nov 2021 - Mar 2023**

- Evaluated and identified patterns and trends from user interactions and provided resolutions to engineers and product managers to help improve the product experience and reduce resolution time by 20%
- Created support content and responses to effectively communicate with customers to solve a range of issues, ensuring clear and user-friendly guidance

#### **ThirdLove - Customer Experience Associate | Oct 2018 - Sep 2019**

- Collaborated with engineering, marketing, design, and production teams to apply user insights for product enhancements and improved customer experience
- Documented customer protocol updates in Asana using user feedback to elevate interaction standards across the customer experience team

## UX/UI Design Projects

### Golf Wang - Responsive Website Redesign | May 2024

- Conducted competitive analysis and user interviews with 4 participants to identify e-commerce usability gaps, redesigning product listing pages that increased ease of use by 33% through enhanced product scannability and stock visibility.
- Designed and tested responsive web and mobile prototypes with 4 users, iterating on accessibility improvements for color selection features based on direct user feedback to reduce friction in the purchase journey.

### Coachella - App Redesign | April 2024

- Conducted user research with 37+ participants to identify critical safety gaps in the Coachella festival app, translating insights into design solutions that improved resource navigation and reduced medical emergency response time
- Designed and prototyped an integrated map and mobile ordering system through iterative usability testing with 5 users, achieving a 4-5/5 ease-of-use rating while addressing both safety needs and user experience goals

## Skills

**UX/UI Tools:** Figma, Webflow, Adobe Illustrator, Adobe Photoshop, Spline, Milanote, Notion

**Design Methods:** User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Design Systems, Design Thinking, Responsive Web Design, Mobile App Design, Visual Design

**Design Standards:** Human Interface Guidelines, Material Design Guidelines

**Project Management:** Asana, Trello, Slack

**AI Tools:** Lovable, Claude, ChatGPT, FigmaMake