

Necole Cayanan

UX & Product Designer

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Summary

Product designer who starts with research before opening Figma. My background in customer success and data analysis at Meta trained me to understand why users behave the way they do and how that connects to real business outcomes. That foundation is what drove a 53% improvement in usability and 33% increase in conversions across my projects. Making things look good is part of it. Making sure they actually work is the whole point.

Experience

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

- Own the full design process across web and mobile — from initial research and user interviews through wireframes, prototypes, and usability testing
- Built brand identities and visual systems for clients, always grounding decisions in how the work needs to perform, not just how it looks

Meta - Media Data Analyst | Nov 2021 - Mar 2023

- Analyzed user interaction patterns at scale to surface product experience issues, translating findings into actionable recommendations for engineers and PMs — contributing to a 20% reduction in resolution time
- Partnered cross-functionally to close the gap between what users reported and what the product actually delivered, creating support content that made complex issues easier to navigate

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