

Necole Cayanan

UX & Product Designer

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SUMMARY

Product designer with roots in data analysis at Meta and customer success at ThirdLove. I know how to read user behavior, connect it to business outcomes, and design solutions that actually move numbers. 53% improvement in usability. 33% increase in conversions. Good design should be measurable.

UX/UI DESIGN PROJECTS

SoundCloud Mobile Search Redesign 2025

- Identified friction in SoundCloud's mobile search experience and redesigned the end-to-end flow, including search bar, category tabs, filter bottom sheet, sort states, and results list.
- Vibe coded a live React/Vite prototype deployed on Vercel, embedding it into a published case study at necole.net/soundcloud — demonstrating design-to-code fluency from concept through implementation.

Golf Wang — Responsive Website Redesign May 2024

- Increased ease of use by 33% across product listing pages by conducting competitive analysis and user interviews with 4 participants to identify and resolve e-commerce usability gaps.
- Reduced purchase journey friction for 4 test users by iterating on accessibility improvements for color selection features based on direct usability testing feedback.

Coachella — App Redesign April 2024

- Improved emergency resource navigation and reduced medical response time by designing safety-focused solutions informed by user research with 37+ participants.
- Achieved a 4-5/5 ease-of-use rating with 5 test users by designing and prototyping an integrated map and mobile ordering system through iterative usability testing.

EXPERIENCE

Freelance UX/UI Designer & Visual Designer Nov 2022 — Present

- Delivered end-to-end UX across web and mobile products for multiple clients by leading user research, wireframing, prototyping, and usability testing, resulting in more intuitive and validated design solutions.
- Improved client brand performance by designing visual systems grounded in user behavior research, ensuring every decision tied back to how the work needed to perform in the real world.

Meta | Media Data Analyst Nov 2021 — Mar 2023

- Identified and surfaced product experience issues for 2 million+ users by analyzing interaction patterns at scale and translating findings into UX recommendations for engineers and PMs, contributing to a 20% reduction in resolution time.
- Improved user comprehension of complex product issues by partnering cross-functionally to redesign support content, closing the gap between what users reported and what the product actually delivered.

ThirdLove | Customer Experience Associate Oct 2018 — Sep 2019

- Influenced product and UX improvements by synthesizing user feedback and collaborating directly with engineering, marketing, and design teams to translate customer insights into actionable product enhancements.
- Standardized the customer experience across the support team by documenting updated interaction protocols in Asana based on user feedback, improving consistency and service quality.

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

Vibe Coding: React, Vite, GitHub, Vercel, Cursor, Lovable, v0.dev, Bolt.new

AI Tools: Claude, ChatGPT, Figma Make, Lovable

Project Management: Asana, Trello, Slack