

Necole Cayanan

Product Designer (UX/UI)

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SUMMARY

Product Designer specializing in consumer experiences that improve engagement and reduce friction. Background in data analysis at Meta and customer experience at ThirdLove. Delivered measurable impact, including a 53% usability improvement and 33% conversion lift. Builds interactive prototypes in React to bridge design and production.

UX/UI DESIGN PROJECTS

SoundCloud — Mobile Search Redesign

March 2025

- Identified friction in SoundCloud's mobile search experience and redesigned the end-to-end flow: search bar, category tabs, filter bottom sheet, sort states, and results list.
- Built and deployed a live React/Vite prototype to validate interaction decisions and demonstrate production-ready thinking.

Golf Wang — Responsive Website Redesign

May 2024

- Increased product browsing usability by 33% by redesigning product listing flows based on competitive analysis and user interviews.
- Reduced purchase journey friction by iterating on accessibility improvements for color selection features based on direct usability testing.

Coachella — App Redesign

April 2024

- Redesigned key app flows to improve emergency resource navigation and reduce user friction during high-stress festival scenarios, informed by 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.

EXPERIENCES

Freelance UX/UI Designer | Self-Employed

Nov 2022 – Present

- Delivered end-to-end UX across web and mobile products for multiple clients — user research, wireframing, prototyping, and usability testing.
- Designed visual systems grounded in user behavior research, connecting every decision to real-world performance.

Media Data Analyst | Meta

Nov 2021 – Mar 2023

- Identified product experience issues affecting 2M+ users by analyzing large-scale interaction data, driving UX improvements that reduced resolution time by 20%.
- Improved user comprehension of complex product issues by redesigning support content in cross-functional partnership with engineering and design teams.

Customer Experience Associate | ThirdLove

Oct 2018 – Sep 2019

- Influenced product and UX improvements by synthesizing user feedback and collaborating with engineering, marketing, and design teams.

- Standardized the customer experience by documenting updated interaction protocols in Asana, improving consistency and service quality.

SKILLS

- **Design Tools:** Figma, Webflow, Adobe Illustrator, Adobe Photoshop, Spline, Milanote, Notion
- **Design Methods:** User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Design Systems, Responsive Web Design, Mobile App Design, Visual Design
- **Design Standards:** Human Interface Guidelines, Material Design Guidelines
- **Vibe Coding:** React, Vite, GitHub, Vercel
- **AI Tools:** Claude, ChatGPT, Figma Make, Lovable
- **Project Management:** Asana, Trello, Slack