

# Jolo Desiderio

**Skills:** Product Design, Interaction Design, User Interface Design, Usability Testing, A/B Testing

**Design Tools:** Figma, Webflow, Adobe Photoshop

**Certifications:** Certified User Experience Analyst (Human Factors International)

## Work Experience

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### **Singlife Philippines**, Senior UX Designer

April 2023 - Present

- Led end-to-end UX/UI projects, driving design decisions from conceptualization to production
- Collaborated with the leadership team to create high-level customer journeys of new features
- Worked on high-impact, fast-paced projects with the Growth department, helping to rapidly launch new products on different platforms
- Designed the customer journey of *100-in-1 Medical Plan*, which became Singlife's #1 selling product following its launch in October 2023
- Delivered detailed screens and assets for development hand-offs, supporting business requirements and quality assurance
- Conducted usability tests and performed data analysis to inform and validate design decisions

### **Bruntwork**, UX Designer

July 2021 - October 2022

- Collaborated with multiple clients based in Australia (mostly with [showpo.com](https://showpo.com)) as a UX generalist
- Designed the flows, states and prototypes necessary for delivering new features and experiments in the product roadmap
- Led the initiatives for UX research activities such as usability testing and competitive analysis
- Created strategy decks that served as basis for A/B testing
- Reported directly to the head of CRO to come up with experiments aimed at improving the conversion rate of the online store

### **Make Technology, Inc.**, UX Designer and Strategist

December 2018 - July 2021

- Led UX projects for clients across different industries, including one of the major banks in the Philippines, Metrobank
- Facilitated stakeholder interviews to align on project goals and define clear success metrics
- Created strategy decks that served as the basis for design solutions
- Planned and facilitated usability tests with real users
- Provided interactive prototypes to support user testing, secure stakeholder buy-in and streamline developer hand-offs

### **Maria Health**, Product Designer

February 2016 - November 2018

- Collaborated closely with the CEO, product managers and developers, to define and implement design solutions on a weekly basis
- Designed and optimized the marketplace to improve the website's conversion rate
- Conducted quantitative research, primarily through A/B testing, to gather user insights and inform the product roadmap and experiments

## Education

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|---------------------------------------------------------|-----------|
| University of the Philippines,<br>BFA Industrial Design | 2011-2015 |
| Philippine Science High School                          | 2002-2006 |

## Contact Me

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