

JAY DOLIENTE

SENIOR PRODUCT DESIGNER | UI/UX



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Senior Product Designer with 15 years of IT experience, specializing in end-to-end UX/UI and strategic product development. I deliver intuitive digital products and business impact through efficient, AI-driven design workflows.

Work Experience

UX/UI Designer / CTO Global Services Inc.

Jul 2023 - Present (3 yrs 1 mo) · Mandaluyong City · Full-time · Remote

- **Led development of shared design system** across lastmile.ph product lines, standardizing 60+ components to unify user experiences.
- **Reduced design-to-development handoff time** by 90% by implementing standardized components and streamlined documentation within the shared design system.
- **Validated product concepts** through A/B testing and user research, balancing user needs with business objectives to inform feature prioritization.
- **Collaborated cross-functionally** with engineering, product management, and stakeholders to deliver high-quality, user-centered digital products from concept to launch.
- **Integrated AI tools** into research and prototyping workflows, reducing iteration cycles by 40%.

Lead Digital Artist / Last Mile Inc.

Jul 2023 - Present (3 yrs 1 mo) · Mandaluyong City · Contract · Remote

- **Managed UI asset and marketing material** creation for Parcels PH and GCash establishing high visual standards.
- **Enhanced brand identity and product storytelling** by designing visuals aligned with user experience and business objectives.
- **Established design guidelines and component libraries** to maintain visual consistency and accelerate asset production across platforms.
- **Collaborated with** product, engineering, and marketing teams at lastmile.ph and GCash to translate business goals into user-focused, visually compelling solutions.

Senior Product Designer / Nago Tech Limited PH

Oct 2021 - Present (4 yrs 10 mos) · Quezon City · Contract · Remote

- **Co-led design strategy** at Rouse.com for AI platform projects, actively shaping product direction and feature implementation for a leading global IP firm.
- **Designed multi-platform mockups and features** that measurably improved accessibility and user onboarding by 50% and met WCAG 2.1 AA accessibility standards..
- **UX initiatives** that increased internal design maturity, strengthened product consistency, and significantly reduced development rework.
- **Initiated UX projects** that reduced development rework by 70% and improved product consistency across teams. Designed systems and visual assets that improved teamwork and accelerated product delivery.

UI/UX Engineer / Citron Information Solutions Inc.

Jul 2016 - Present (10 yrs) · Mandaluyong City · Full-time · Remote

- **Built interactive prototypes** for complex web applications and enterprise back-office systems using Adobe XD, validating intricate user flows and core product functionality prior to development.
- **Maintained design consistency** by building documented UI component libraries and defining clear use cases across products.
- **Collaborated with engineering teams** on technical strategies to ensure scalable and practical design solutions.
- **Improved the design-to-development workflow**, accelerating product delivery and enhancing user experience.

Senior Web Developer / Affinity X

Feb 2012 - Jun 2016 · 4 yrs 5 mos · Quezon City, Philippines · On-site

- **Collaborated with the R&D team** to design and scale ad-serving platforms, improving page speed by 75% and supporting over 30,000 users.
- **Designed and managed** a high-volume ecosystem of micro-sites for an Online Business Directory, ensuring strict brand consistency and seamless usability across all properties.
- **Managed the full product lifecycle** for Network Solutions (formerly Web.com) and GoDaddy projects, from concept and prototyping to launch and continuous improvement.
- **Developed design solutions** that balanced technical requirements with modern UX standards, resulting in fast, user-friendly web applications.

Skills

Hard Skills & Methodologies

- User Experience (UX) Design
- User Interface (UI) Design
- Prototyping & Wireframing (Low-fidelity to high-fidelity)
- Design Systems (Creating, scaling, and managing reusable component libraries)
- Interaction Design & Information Architecture (Mapping complex logic and user flows)
- UX Research & Usability Testing (Validating design decisions with data and user feedback)
- Product Strategy (Aligning user needs with business goals, roadmapping)

Modern & Emerging Skills

- AI Fluency / AI Integration (Leveraging AI tools to accelerate prototyping, workflows, or designing UX for AI products)
- Systems Thinking (Designing coherent user journeys across multi-platform networks rather than just static screens)
- Cross-Functional Fluency (Being able to speak the "languages" of developers, PMs, and stakeholders)

Essential Tools

- Claude Skills / ClaudeCode
- AI-Augmented Prototyping (Figma Make / Figma AI features, Cursor)
- Design: Figma, Adobe Creative Suite (Adobe XD, Photoshop, Illustrator)
- Product Development: Confluence, Jira, Trello, Notion, NotebookLM

Top Soft Skills

- Communication & Storytelling (Articulating design decisions)
- Collaboration / Teamwork (Working in lockstep with engineers and Product Managers)
- Problem-Solving (Distilling highly complex requirements into intuitive, easy-to-use workflows)

Education

Bachelor of Science in Computer Science
Interface Computer College · 2005 - 2009
Caloocan, Metro Manila, Philippines

Certificate Course in Creative Media
University of the East · 2009 - 2010
Caloocan, Metro Manila, Philippines

For a complete overview of my professional experience.
Please visit my LinkedIn profile: linkedin.com/in/jaydoliente