

ERIC CRISTOBAL

SENIOR UX / PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UI/UX Design Lead with 9+ years of experience in end-to-end product design for enterprise and consumer digital platforms. Skilled in leading the full design process, from user research and ideation to high-fidelity prototyping and design system governance. Practiced in Design Thinking methodologies, cross-functional collaboration, and translating user insights into business-aligned design solutions. Committed to delivering consistent, user-centered experiences through thoughtful design systems.

WORK EXPERIENCE

Head of Design | Awesomelab

2021 – Mar 2025

Led the end-to-end design process for complex digital platforms, applying human-centered design principles to deliver scalable user experiences across B2B and B2C products.

- **Design System Leadership:** Collaborated with cross-functional teams to develop and maintain the company's design system, including component libraries, style guides, and documentation, ensuring visual consistency and shared design standards across all digital products.
- **User Research & Insight:** Conducted user research, ideation workshops, and iterative prototyping cycles to identify user needs and validate design solutions.
- **UX/UI Design & Prototyping:** Created wireframes, high-fidelity designs, and interactive prototypes to communicate interaction concepts and user flows to stakeholders and development teams.
- **Operational Simplification:** Translated complex logistics workflows (warehousing, HRIS, CRM) into intuitive interfaces, reducing user friction and manual errors through responsive, accessibility-focused design.
- **Cross-functional Collaboration:** Worked closely with Product Managers, Product Owners and Developers throughout the product development lifecycle, applying Design Thinking from problem definition to solution delivery.

KEY PROJECTS

E-commerce & Logistics: Collaborated with product and engineering teams to design a responsive, end-to-end fulfillment system optimized for usability across devices.

CRM & Survey Tools: Partnered with developers and operations to deliver mobile and web tools for field surveyors, prioritizing data entry efficiency and accessibility.

HRIS & ERP Systems: Worked with business stakeholders and developers to deliver scalable, user-friendly interfaces for enterprise management software.

Product Designer | Awesomelab

2015 – 2020

Transitioned from physical product design to digital UX/UI, applying human-centered design principles to improve user efficiency and brand consistency for enterprise clients.

- **Brand & UX Design:** Designed physical and digital brand activations for clients including Nestlé and Shell, supporting a consistent brand experience across touchpoints.
- **Interaction Design & IA:** Developed user-centered interfaces for internal ERP systems, applying information architecture principles to improve navigation and reduce cognitive load.
- **Prototyping & Usability Testing:** Led the design of a training application using iterative prototyping and usability testing to improve user retention through refined micro-interactions.
- **Stakeholder Communication:** Presented design concepts, mockups, and prototypes to key stakeholders, clearly communicating design rationale and research findings.

CORE SKILLS

UX/UI Design & Prototyping: End-to-End Design Process, Wireframing, High-Fidelity Design, Interactive Prototyping, Interaction Design, Usability Testing

Human-Centered & Design Thinking: User Research (Interviews, Surveys, Usability Tests), Empathy Mapping, User Personas, Journey Mapping, Information Architecture, Ideation Workshops, Iterative Prototyping

Design Systems: Component Libraries, Style Guides, Documentation, Design System Scaling, Visual Consistency

Cross-functional Collaboration: Working with Product Managers, Developers & Business Teams; Stakeholder Presentations, Design Reviews, Agile & Lean Methodologies

Design Leadership: Strategy & Vision, Stakeholder Engagement, Storytelling, Brand Alignment

AI-Assisted Design: Rapid Prototyping with Figma Make, Claude & GPT; AI-Supported Ideation, Research Synthesis & UX Copy

Tools: Figma, Adobe Creative Suite, Canva, InVision, Sketch, Claude, GPT

ADDITIONAL EXPERIENCE & EDUCATION

Manager | Mighty Meats

May 2025 – Aug 2026

Managed daily operations, sales strategy, social media and graphic design, grounding UX decisions in real customer conversion and business growth.

University of Santo Tomas

2011 – 2015

Bachelor of Science in Industrial Design