

Melvin Pacurib Jr, Wordpress Developer, Graphic Designer, Web Designer, UI/UX Designer, Multimedia Designer

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LINKS

[Personal Website](#), [Linkedin](#), [Behance](#)

PROFILE

7+ years crafting impactful UI/UX designs that solve real-world problems, drive results and exceed client expectations. I stay ahead of the curve with emerging technologies and foster innovation, delivering **responsive, user-friendly interfaces, custom illustrations, and optimized digital assets** across web, mobile, and desktop platforms. I excel at collaborating with clients to translate their vision into stunning and strategic designs that **resonate with target audiences and leave a lasting impact**

I'm passionate about collaborating with clients to turn their visions into reality. I excel at understanding their needs, and translating them into stunning, strategic designs that resonate with target audiences and leave a lasting impact. Let's discuss how I can help you achieve your career goals.

EMPLOYMENT HISTORY

Jun 2023 — Mar 2024

UI UX Designer, UI UX Consultant and Illustrator, Jaide GmbH

Hamburg, Germany (Remote)

- Conducted **user research & usability testing** to identify user needs & improvement areas.
- Developed a **style guide & design system** for improved product consistency & development speed.
- Created **custom illustrations** for enhanced readability & visual appeal.
- Optimized digital images for **web & mobile platforms**.
- Conducted **usability tests** to ensure designs met user needs.

Oct 2024

Web Designer, Illustrator, Bloom Digital Marketing

Middlewich, Cheshire, England

- Engineered seamless user experiences across **desktop, tablet, & mobile** with responsive design.
- Crafted **creative solutions** for complex design challenges.
- Optimized digital images for **web & mobile platforms**.

Feb 2019 — Mar 2023

UI/UX Designer, Graphic Designer, Web Branding, Tobius Ventures

Columbus, Ohio (Remote)

- Developed **wireframes & prototypes** for improved UX.
- Built a personalized website for **increased user engagement**.
- Created a custom design library for **faster design & development**.
- Designed & developed a **user-friendly interface** with intuitive navigation & modern visuals for **improved customer engagement**.
- Delivered **creative solutions** for complex design challenges.
- Designed a website with **increased conversions**.
- Conducted **usability tests** to ensure designs met user needs.

Dec 2017 — Jan 2019

Wordpress Developer, Elementor Developer, Tilden Task

United States of America (Remote)

- Optimized WordPress sites for **performance & reduced page load times**.
- Developed **custom WordPress themes** with advanced features.
- Designed & developed a **user-engaging website** using WordPress.
- **Customized & integrated Elementor templates** for client needs.

Dec 2017 — Jan 2019

Wordpress Developer, WP Tangerine

United States of America (Remote)

- **Crafted bespoke WordPress themes** with tailored features, including **custom post types & taxonomies**, for unique client needs.
- **Elevated user engagement** by designing & developing a WordPress website with intuitive navigation & optimized content structure.
- **Expert in Elementor customization & integration:** Seamlessly adapt or build custom Elementor templates to match client vision. Integrate **powerful third-party plugins & tools** for enhanced functionality and a seamless user experience.

Mar 2019 — Jan 2023

UI/UX Designer, XFit

Italy

- **Conceptualized & designed user-friendly app for healthy food delivery.**
- **Streamlined user journey with wireframes & interactive prototypes**, reducing onboarding by **30%** & boosting user comprehension by **20%**.
- **Rigorous usability testing ensured app met user needs & expectations**, leading to a **15%** increase in average order value through checkout optimization.

Jun 2019 — Mar 2023

UI/UX Designer, Application Architect, Gabay.PH

Bacolod City

National Award-Winning Start-up Mobile App Design (Philippines):

- **Conceptualized and designed a custom UI/UX for a national award-winning start-up application in the Philippines**, fostering user engagement and boosting overall satisfaction.
- **Leveraged user research and design thinking principles to create an intuitive and user-friendly interface**, resulting in a **25% increase in app usage** and a **10% decrease in support tickets**.
- **Implemented strategic UI elements and interactions that encouraged user engagement and loyalty**, leading to a **15% boost in user-generated content**.

Oct 2019 — Nov 2019

UI/UX Designer, Application Development Associate, Aguameter

Bacolod

National Award-Winning Water Conservation App (Philippines):

- **Contributed to the development of a mobile application recognized by Impact Hub Philippines for its positive impact on water conservation.**
- **Designed a custom UI/UX that simplifies water usage monitoring and encourages sustainable practices.**
- **Increased user engagement and satisfaction through intuitive interaction design**, leading to measurable improvements in water conservation behaviors.
- **Implemented specific UI elements that empower users to track their water usage and identify areas for improvement.**

EDUCATION

Jun 2015 — Mar 2019

Bachelors, La Consolacion College

Bacolod City

Graduated with Awards

- Best Overall Designer of the Year 2019
- Best Thesis of All College Department 2019: Fin The Advocate
- Best E-commerce App: Gabay.Ph
- Best Capstone Project: Fin the Advocate
- Best Designer in System and Design: Violation Records

SKILLS

Git	Jquery
Adobe Premiere Pro	HTML
Adobe Photoshop	CSS
Adobe Illustrator	Javascript
Elementor	Java
Wordpress	Unity
Figma	Adobe Indesign
Adobe XD	Gitlab
PHP	

COURSES

Managing My Personal Finance, Tesda