

# Melvin Pacurib Jr

**UI/UX Designer | Application Architect | Graphic Designer | Web Designer | Multimedia Designer**

Bacolod, Philippines | +639988860898 | [mlvnpcrb@gmail.com](mailto:mlvnpcrb@gmail.com)

**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.

Passionate about turning visions into reality. I excel at understanding client 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

### UI/UX Designer, Acuity Insights

*Remote*

One45 Reimagined Platform:

- Designed and architected comprehensive UI/UX for the One45 reimagined platform, modernizing user workflows and interfaces
- Conducted extensive user research and usability testing to identify pain points and optimization opportunities
- Developed detailed wireframes, interactive prototypes, and high-fidelity designs for seamless user experiences
- Created and maintained a cohesive design system ensuring consistency across all platform components
- Collaborated closely with product, development, and stakeholder teams to translate requirements into intuitive interfaces
- Implemented design improvements that enhanced user adoption and platform engagement

### CRM Design Architect, Stratedia

*Remote*

- Led the complete design strategy and visual architecture for the company's Customer Relationship Management (CRM) platform
- Designed comprehensive UI/UX framework from ground up, establishing design patterns and best practices

- Created detailed component libraries and design systems for scalable and maintainable product development
- Conducted user research and competitive analysis to inform design decisions and feature prioritization
- Developed interactive prototypes and design specifications for development handoff
- Collaborated with engineering teams to ensure design fidelity and optimal user experience implementation
- Established design governance and maintained design consistency across CRM modules and workflows

**Jun 2023 — Mar 2024**

**UI/UX Designer, UI/UX Consultant & 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

**Mar 2019 — Jan 2023**

**UI/UX Designer, Application Architect, 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

**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

## EDUCATION

**Jun 2015 — Mar 2019**

**Bachelor's Degree, 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

**Design & Prototyping:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe InDesign

**Web Development:** HTML, CSS, JavaScript, PHP, jQuery, WordPress, Elementor

**Programming & Tools:** Java, Unity, Git, GitLab

**Other:** Custom Illustrations, Design Systems, User Research, Usability Testing, Responsive Design

## COURSES

- Managing My Personal Finance, TESDA