

MELVIN PACURIB JR

Product Designer · UI/UX Designer

Bacolod, Philippines · Remote · +63 998 886 0898 · mlvnpcrib@gmail.com

Personal Website · LinkedIn

SUMMARY

Product Designer with 7+ years of fully remote experience creating user-centered SaaS platforms and award-winning mobile applications. Delivers measurable outcomes including higher engagement, reduced support volume, and improved activation and conversion by combining user research, prototyping, accessibility, and close collaboration with PMs and engineers.

AWARDS & HONORS

National Award-Winning Start-up Mobile App Design – Gabay.PH (Philippines)

National Award-Winning Water Conservation App – Aguameter (Impact Hub Philippines)

Best Overall Designer of the Year – La Consolacion College (2019)

Best Thesis of All College Departments – “Fin The Advocate” (2019)

EXPERIENCE

Product Designer

Acuity Insights · Remote | Apr 2025 – Feb 2026

- Designed user-centered SaaS interfaces for enterprise clients, driving a 40% increase in user engagement and a 25% reduction in support tickets through intuitive workflows and clear information hierarchy.
- Led end-to-end product design in Figma, from user flows and wireframes to high-fidelity UI and engineering-ready specs, accelerating development cycles by 30%.
- Ran remote usability tests and implemented accessibility improvements that achieved WCAG 2.1 AA compliance on core flows.
- Collaborated asynchronously with PMs and engineers across three time zones, streamlining design–development handoff and improving delivery speed by 35%.

UI/UX Designer

Stratedia · Remote | May 2024 – Nov 2024

- Designed user-centered SaaS dashboards and web applications for B2B clients, improving feature discoverability and reducing support inquiries.
- Created responsive, component-based layouts and interactive prototypes in Figma that increased mobile conversion rates by 28%.
- Implemented a reusable design system and documentation that reduced UI inconsistencies by 45% and aligned distributed teams.
- Conducted remote usability testing and iterated designs based on qualitative feedback and product metrics.

UI UX Designer, UI UX Consultant and Illustrator

Jaide GmbH · Hamburg, Germany · Remote | Jun 2023 – Mar 2024

- Conducted user research and usability testing to identify user needs and prioritize UX improvements across web and mobile experiences.
- Developed a style guide and design system that improved product consistency and increased development speed.
- Created custom illustrations and iconography to enhance readability, visual hierarchy, and brand personality.
- Optimized digital assets for web and mobile performance to support faster load times and better perceived quality.

Web Designer, Illustrator

Bloom Digital Marketing · Remote | Oct 2024

- Engineered seamless user experiences across desktop, tablet, and mobile using responsive design best practices.
- Crafted creative solutions for complex layout and content challenges in collaboration with marketing stakeholders.
- Optimized digital images and graphics to balance visual impact and performance across devices.

UI/UX Designer, Graphic Designer, Web Branding

Tobius Ventures · Columbus, Ohio · Remote | Feb 2019 – Mar 2023

- Developed wireframes and interactive prototypes to explore concepts and validate UX decisions before development.
- Built personalized websites and landing pages that increased user engagement and supported brand positioning.
- Created a custom design library that reduced design and development time and ensured visual consistency across products.

- Designed and shipped user-friendly interfaces with intuitive navigation and modern visuals, contributing to improved conversions and customer satisfaction.
- Planned and conducted usability tests to confirm designs met user needs and business requirements.

UI/UX Designer

XFit · Italy · Remote | Mar 2019 – Jan 2023

- Conceptualized and designed a user-friendly healthy food delivery app, from user flows and wireframes to production-ready interfaces.
- Streamlined the user journey with interactive prototypes, reducing onboarding time by 30% and boosting user comprehension by 20%.
- Ran usability testing and iterated checkout flows, leading to a 15% increase in average order value through optimized UX.

UI/UX Designer, Application Architect

Gabay.PH · Bacolod City · Remote | Jun 2019 – Mar 2023

- Designed the UI/UX for a national award-winning start-up mobile app in the Philippines, significantly improving engagement and overall user satisfaction.
- Leveraged user research and design thinking to create an intuitive interface, increasing app usage by 25% and reducing support tickets by 10%.
- Implemented strategic UI patterns and interactions that fostered loyalty and contributed to a 15% boost in user-generated content.

UI/UX Designer, Application Development Associate

Aguameter · Bacolod · Remote | Oct 2019 – Nov 2019

- Contributed to the design of a national award-winning water conservation app recognized by Impact Hub Philippines.
- Created UI/UX that simplified water usage monitoring and encouraged sustainable practices.
- Designed interaction patterns that increased user engagement and led to measurable improvements in conservation behaviors.

EDUCATION

Bachelor's Degree, La Consolacion College

Bacolod City | Jun 2015 – Mar 2019

Graduated with multiple design and project excellence awards, including Best Overall Designer of the Year and Best Thesis of All College Departments.

CERTIFICATIONS

Developing Design for User Experience – TESDA (Technical Education and Skills Development Authority)

Developing Design for User Interface – TESDA (Technical Education and Skills Development Authority)

SKILLS

Product & UX: User research, UX strategy, user flows, wireframing, prototyping, usability testing.

Design: Figma, design systems, component libraries, responsive web and mobile design, interaction design, custom illustration.

Standards & Data: Accessibility (WCAG 2.1 AA), data-informed design, experimentation mindset.

Tools & Tech: HTML, CSS, basic JavaScript, Git, Miro, Slack.

Ways of working: Fully remote collaboration, async communication, partnering with PMs and engineers across time zones.