

CHRISTOPHER LLOYD RAMOS

SENIOR UX/UI DESIGNER | PRODUCT DESIGNER



+63 927 0658638 | www.chrisramos.net | chris@chrisramos.net | in/RamosCLL

CAREER SUMMARY

Innovative UX/UI and product designer with over a decade of experience in crafting user-centered digital solutions across finance, technology, and enterprise sectors. Adept at blending UX research, interaction design, and front-end development to create seamless user experiences that drive business impact. Proven expertise in design systems, accessibility (a11y), and data-driven decision-making, ensuring scalable and efficient design solutions. Strong leadership skills with 5+ years leading design teams, fostering collaboration between designers, developers, and stakeholders.

PROFESSIONAL EXPERIENCE

Freelance UX/UI Designer

Self-Employed | Philippines Oct 2024 - Present

- Designed user-centric digital products for clients across Australia, Philippines, and Singapore, including notable projects like a mobile app for precision aquaculture monitoring and control system and a comprehensive e-commerce platform.
- Conducted AI-powered user research, usability testing, and accessibility audits to improve engagement.
- Created responsive, inclusive wireframes, prototypes, and high-fidelity user interface design in Figma, collaborating seamlessly with developers and stakeholders.
- Delivered innovative design solutions across multiple industries, focused on user experience & inclusivity.

Senior UX Designer

GIC Pte. Ltd. (6-month contract via U3 Infotech Pte. Ltd.) | Singapore Mar - Sep 2024

- Led end-to-end UX/UI design for enterprise financial applications, improving user efficiency by 30%.
- Designed and maintained a scalable design system, reducing design inconsistencies by 40%.
- Conducted usability testing and iterated prototypes, achieving a 20% reduction in user errors.
- Partnered with developers to enhance front-end performance, ensuring seamless UX implementation.

Lead Product Designer

Cargill Asia Pacific Holdings Pte. Ltd. | Singapore Jun 2019 - Sep 2023

- Led UX strategy for digital transformation projects, enhancing operational workflows for global users while ensuring WCAG-compliant, accessible experiences.
- Spearheaded design system implementation, cutting development time by 35%.
- Conducted user research, interviews, and persona development, leading to a 25% increase in product adoption with a focus on inclusive design.
- Facilitated cross-functional collaboration across UX/UI, engineering, and product teams.

Lead UX/UI Designer

Standard Chartered Bank | Singapore May 2016 - Jun 2019

- Designed UX/UI for fintech platforms, driving 10% growth in digital banking adoption.
- Developed responsive, accessible design solutions, improving mobile banking usability scores.
- Led a 5-member UX/UI team, mentoring designers and streamlining workflows for efficiency.
- Spearheaded A/B testing initiatives, optimising user flows and reducing drop-off rates by 15%.

EARLY CAREER EXPERIENCE

Senior Web Designer and Developer

RPS Technology (S) Pte. Ltd. | Singapore

Oct 2012 – May 2016

- Designed and developed responsive web applications, reducing page load times by 40%.
- Integrated SEO best practices, increasing site traffic by 50%.
- Collaborated with stakeholders to modernize UI frameworks, improving overall UX and cross-platform performance.
- Pioneered UX/UI design and design thinking within the company, establishing best practices and processes for user-centered design.

Web Designer

MediCall, Inc. | Makati City, Philippines

May 2010 – Aug 2012

- Designed and developed company websites, improving SEO performance and online engagement.
- Managed internal SharePoint portals, streamlining access to company resources.
- Developed interactive Flash animations, enhancing internal communication and training initiatives.

Additional Experience: Previous roles from 2005–2010 include Multimedia Design and Development, where I built a strong foundation in UX/UI, interactive design, animation, and web technologies across the information technology, marketing, and real estate sectors.

CORE COMPETENCIES

- **UX & Product Design:** UX/UI Design, Interaction Design, Design Systems, Accessibility (A11y)
- **User Research & Validation:** User Research, Usability Testing, Behavioral Analytics, A/B Testing
- **Prototyping & Visual Design:** Wireframing, Prototyping, High-Fidelity UI, Motion & Data Visualization
- **Front-End & Development Collaboration:** React, Agile Workflows
- **Leadership & Strategy:** Product Thinking, Stakeholder Communication, Team Mentorship

TECHNICAL PROFICIENCIES

- **UX/UI & Interaction Design Tools:** Figma, Sketch, Adobe XD, Framer, Protopie, Axure RP, Principle 6, Zeplin
- **Graphic & Visual Design Tools:** Adobe Photoshop, Illustrator, InDesign, Affinity, Canva
- **Web Development & Front-End Frameworks:** HTML5, CSS3, JavaScript, PHP, React, Next.js, Angular, Tailwind CSS, TypeScript, Bootstrap, WordPress, Webflow
- **Web animation and Micro-Interactions:** Lottie, Rive, GSAP, Framer Motion
- **User Research & Analytics:** Maze, HotJar, Lookback, Google Analytics 4 (GA4), Mixpanel, Yoast SEO, Dovetail
- **Collaboration & Workflow:** Storybook, Token Studio, FigJam, Miro, Loom, Slack, Confluence, Jira

EDUCATION

Bachelor of Science in Computer Science

Universidad de Manila | Manila, Philippines

Graduated, Mar 2005

COMMUNITY MEMBERSHIPS

- **Special Interest Group on Computer-Human Interaction (SIGCHI):** Member since Aug 2020
- **Interaction Design Foundation (IxDF) Singapore:** Member since Jan 2021
- **Singapore FinTech Association (SFA):** Member from May 2022 to May 2024