

# PaoloPerez

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## EDUCATION

Mapua Institute of Technology  
*BS Information Technology*  
2001-2005

## SKILL SET

Branding  
User Interface & Visual Design  
Interaction Design  
Design Research  
User Research  
Wireframing & Prototyping  
Personas & User Stories  
Content Analysis & Inventory  
Competitive/Comparative Analysis  
Information Architecture  
Client and Team Management

## CLIENTELE

Metropacific Investments Corp.  
Chikka Philippines, Inc.  
Globe Telecom, Inc.  
Smart Communications Inc.  
Sun Cellular  
Atok-Big Wedge Co., Inc.  
ISM Communications Corp.  
Alliance Global  
Alaska Milk Corporation  
Megaworld, Magsaysay  
Metrobank Foundation, Inc.  
Security Bank Corporation  
Philippine National Bank  
LandBank of the Philippines  
Petron Corp.  
Union Bank of the Philippines  
China Banking Corp.  
Banco De Oro  
Jollibee Foods Corp.  
Total (Philippines) Corp.  
SM Group of Corp.  
Calvelo Engineered System, Inc.  
Talino Group Australia

## EMPLOYMENT HISTORY

### UI/UX Design Lead

*Bulletproofdev.com, Inc.*  
April 2014 to Present

Responsible for overseeing all design aspects of the company's products and services, including user interface and user experience design.

### UI and Visual Design Supervisor

*Chikka Philippines, Inc.*  
March 2010 to March 2014

Tasked to fulfill all creative multimedia requirements of the company (web/mobile graphical content, branding, ads, marketing collaterals, corporate communication materials, etc.), from conceptualization to production. Responsible for the design and creation of clean and intuitive graphical user interfaces for interactive, data-driven web applications (includes coding, testing, debugging). Performed analysis and search engine optimization. Evaluated UI from a usability perspective.

### Senior Graphic Artist

*OP Communications, Inc.*  
August 2007 to March 2010

Developed ideas and concepts, created layouts and illustrations. Oversaw the design process from concept to execution. Range of work included print advertising, magazine design, websites, online advertising. Worked closely with clients, creative directors, programmers and printers.

### Community Development Specialist / Marketing

*ABS-CBN Interactive*  
August 2005 to April 2007

Reported to the Community Development Head regarding the status of the game. Moderated the game, forums and ticketing system. Formulated in-game and ground events for our local and international community. Supported, developed and evaluated strategies that encouraged community participation to improve services and operations.

*References are available upon request*