



JAYPEE MADRONADO

UI/UX DESIGNER | GRAPHIC DESIGNER | WEB DESIGNER

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PROFESSIONAL SUMMARY

UI/UX and Graphic Designer with over 10 years of experience designing user-centered web, mobile, and marketing solutions. Strong background in web development, performance optimization, and quality assurance, enabling seamless collaboration between design and engineering teams. Proven ability to translate business goals into intuitive interfaces that improve usability, brand consistency, and digital performance across platforms.

CORE COMPETENCIES

- UI/UX Design & User Research
- Website & Landing Page Design
- Graphic Design & Visual Branding
- Web Performance Optimization
- Cross-Functional Collaboration
- Quality Assurance & Accessibility
- Email Marketing Design
- Responsive & Mobile-First Design

PROFESSIONAL EXPERIENCE

UI/UX Designer & GRAPHIC DESIGNER

Business Marketing Engine(BME) | Jun 2025 - Oct 2025

- Designed and delivered conversion-focused websites and landing pages, aligning layout, content hierarchy, and branding with marketing objectives.
- Created a wide range of digital and print assets including logos, illustrations, mockups, eBooks, social media creatives, signage, and marketing collateral.
- Designed and optimized email newsletters, improving visual consistency and readability across devices.
- Collaborated with developers to ensure accurate UI implementation and functional integration, reducing design-to-development gaps.
- Optimized website performance by addressing speed, scalability, and responsiveness issues across desktop, tablet, and mobile devices.

UI/UX Designer & GRAPHIC DESIGNER

Elevate Calls Inc. | Feb 2024 - Nov 2024

- Led design of websites and landing pages tailored to lead generation and brand positioning.
- Produced social media graphics and short-form video content to support ongoing digital campaigns.
- Designed brochures, flyers, and print materials used in client-facing and internal marketing initiatives.
- Created visually consistent email campaigns, supporting marketing automation platforms.

Customer Support / Chat Support

AVAS Flowers | Dec 2024 - Jan 2025

- Provided real-time customer assistance via chat, resolving inquiries efficiently while maintaining high service quality.
- Demonstrated strong communication, problem-solving, and customer experience management skills in a fast-paced environment.

Graphic Designer

Feb 2020 - Aug 2023

- Designed logos and apparel graphics supporting a small U.S.-based printing business.
- Delivered client-ready designs aligned with production requirements and brand standards.
- Supported business growth through consistent visual identity and product presentation.

UI/UX Designer & Web Developer

University of St. La Salle | Feb 2013 – Apr 2019

- Led end-to-end UI/UX design and front-end development for institutional web applications.
- Conducted user research and usability testing, translating findings into improved navigation, layout, and interaction design.
- Collaborated with product managers and developers to integrate designs with front-end code while maintaining performance and accessibility standards.
- Owned website Quality Assurance across multiple projects, including:
 - Functional testing of forms, navigation, and site features
 - Cross-browser and cross-device compatibility testing
 - Performance and load testing
 - Accessibility compliance validation
 - Content accuracy, visual consistency, and security checks
- Played a key role in ensuring reliable, secure, and user-friendly digital platforms for academic and administrative use.

EDUCATION

Bachelor of Science Major in Information Management

University of St. La Salle

TOOLS & TECHNOLOGIES

Design & Prototyping:

Figma, Adobe Photoshop, Illustrator, InDesign, Canva, Affinity Designer/Photo/Publisher

Web & CMS:

WordPress, Webflow, Framer, Squarespace, Elementor

Development:

HTML, CSS, Tailwind, Bootstrap, Flexbox, JavaScript, PHP, Laravel, Livewire, CodeIgniter

Performance & QA:

Lighthouse, PageSpeed Insights, GTmetrix

Marketing & Automation:

ActiveCampaign, Mailchimp

Project Management & Collaboration:

Asana, Trello, Monday.com, Slack, GitHub, Asana, Zoho, Bamboo HR, Time Doctor

Video Editing:

Filmora, CapCut, DaVinci Resolve

Productivity:

Google Workspace, Microsoft Word, Excel, PowerPoint