

# Sir Vladimir C. Esplana

## UI/UX Designer & Product Designer

Web Application | Websites | Mobile Application | User Journey | User Experience | Design Systems

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### Core Skills

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<b>Product &amp; UX:</b>	UX Research, User Flows & Journey Mapping, Wireframing & Prototyping, SaaS & Dashboard Design, Design Systems, Usability Testing
<b>AI Workflow:</b>	Figma Make, ChatGPT, Claude AI, Claude Code, Gemini Image Generation
<b>Applications:</b>	Figma, WordPress, WebFlow, Elementor, WooCommerce, Adobe Photoshop, Adobe XD, Adobe Illustrator, Canva, Microsoft Office Suite
<b>Development Stack:</b>	HTML, CSS, Javascript
<b>Branding &amp; Visual:</b>	Brand Identity Design, Visual Systems, Logo Design, Marketing & Social Media Assets, Presentation & Deck Design

### Work Experience (6+ years)

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#### UI/UX Web App Product Designer | Contour | Sept 2022 – Jan 2026

- Worked on the company's AI platform called Basebot.AI back in 2023 that assists individuals filing their FinCen reports.
- Led end-to-end design of web applications from concept to launch, delivering wireframes, high-fidelity UI, and interactive prototypes in Figma.
- Partnered closely with product managers and engineers to align design decisions with business goals and technical feasibility.
- Owned the visual direction of products, establishing typography systems, color frameworks, iconography, and overall UI standards.
- Developed and maintained scalable design systems used across multiple applications to improve consistency and speed of development.
- Conducted usability testing and iterated based on feedback to continuously enhance user experience.
- Participated in daily stand-ups and cross-functional discussions, clearly communicating design rationale to both technical and non-technical stakeholders.
- Built and maintained websites using WordPress, Webflow, and Bubble, and leveraged Claude AI to accelerate web app and feature development.

#### UI/UX Designer & Website Developer | Economic Impact Catalyst | Oct 2024 – May 2025

- Designed user-centered interfaces by translating business requirements into functional user flows, wireframes, and prototypes.
- Contributed to product UI for "Startup Space" and various client websites.
- Collaborated with product, engineering, and leadership teams to refine features and improve usability.
- Reviewed final layouts and implemented UX improvements to enhance clarity and interaction quality.

#### Freelance UI/UX & Brand Designer & WordPress Developer | Design Hero | Sep 2022 – Jan 2026

- Designed brand identities and visual assets tailored to client business goals.
- Created responsive website designs and landing pages aligned with brand strategy.
- Developed and maintained WordPress websites using Elementor, ensuring usability and performance.

#### Multimedia Specialist – UI/UX | Deesign | Jul 2020 - Sept 2022

- Managed multiple client design projects through Deesign's internal portal, delivering UI/UX solutions across websites, web apps, and software.
- Identified usability issues and provided strategic design improvements for existing digital products.
- Created wireframes, mockups, and high-fidelity interfaces based on client specifications and user needs.
- Designed branding assets, social media graphics, and marketing materials aligned with client identity systems.

#### UI/UX Designer | Hive Manila Creative Solutions | Jul 2019 – Jul 2020

- Designed websites, web apps, and digital platforms for various businesses.
- Executed website builds using WordPress and Elementor Pro.
- Produced print and digital marketing materials including flyers, magazines, and social media content.
- Diagnosed UI/UX issues and implemented design improvements in collaboration with developers and senior managers.

### Education

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#### BS Entertainment and Multimedia Computing - Digital Animation

New Era University | 2019