

Sir Vladimir C. Esplana

UI/UX Designer, Product Designer Brand & Graphic Designer

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EXPERIENCE

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

- Developed Shower Remodel Pro’s new website, helped migrate Linked Accounting’s website to WebFlow and maintain it.
- Led end-to-end product design from concept to launch, including the 2023 design of "Basebot.AI," an AI platform for FinCen reporting. Delivered wireframes, high-fidelity UIs, and interactive Figma prototypes to provide targeted solutions for user pain points across client platforms.
- Developed scalable design systems, websites, and web applications using WordPress, Webflow, and Bubble. Established typography, color frameworks, and core UI standards, while leveraging AI tools like Claude to significantly improve visual consistency and accelerate feature deployment.
- Collaborated with product managers and engineers in an Agile environment, successfully aligning design decisions with business goals and continuously refining user experiences through usability testing.

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

- Worked and helped redesigning EIC’s new website to drive more leads and showcase the product of the company.
- 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

- Worked on projects such as PremierKB’s website redesign as well as brand design for Always Time 4 Watches, Everse Exclusives and more.
- 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.

SKILLS

Design - UX Research, User Flows & Journey Mapping, Wireframing & Prototyping, SaaS & Dashboard Design, Design Systems, Usability Testing, Responsive Design, Brand Identity Design, Logo Design, Marketing & Social Media Assets, Presentation & Deck Design, Claude Design, Figma Make

Tools - Figma, WordPress, WebFlow, Elementor, Framer, WooCommerce, Adobe Photoshop, Adobe XD, Adobe Illustrator, Canva, Microsoft Office Suite, HTML, CSS, JavaScript, ChatGPT, Claude AI, Claude Code, Gemini Image Generation, ClickUp, Jira, Asana

EDUCATION

BS Entertainment and Multimedia Computing - Digital Animation | New Era University | 2019