ERIC CRISTOBAL

SENIOR UX / PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UI/UX Design Lead with 9+ years of experience in end-to-end product design for enterprise and consumer digital platforms. Skilled in leading the full design process, from user research and ideation to high-fidelity prototyping and usability testing. Practiced in Design Thinking methodologies, cross-functional collaboration, and translating user insights into business-aligned design solutions. Integrates AI tools such as Claude, GPT, Gemini Pro and Figma Make into the design workflow to speed up research synthesis, prototyping and documentation. Committed to delivering consistent, user-centered experiences through thoughtful systems design.

WORK EXPERIENCE

Freelance Designer | Self-employed — 2026 – Present

Designing websites and apps for independent clients from discovery to launch, alongside portfolio building, photo shoots and animation.

Head of Design | Awesomelab — 2021 – 2025

Led a team of 2 designers (1 senior, 1 mid-level UX/UI) and the end-to-end design process for complex digital platforms, applying human-centered design principles to deliver scalable user experiences across B2B and B2C products.

- **Design System Leadership:** Collaborated with cross-functional teams to develop and maintain the company's design system, including component libraries, style guides, and documentation, ensuring visual consistency and shared design standards across multiple digital products.
- **User Research & Insight:** Conducted user research, ideation, and iterative prototyping cycles to identify user needs and validate design solutions.
- **UX/UI Design & Prototyping:** Created wireframes, high-fidelity designs, and interactive prototypes to communicate interaction concepts and user flows to stakeholders and development teams.
- **Operational Simplification:** Translated complex logistics workflows (warehousing, HRIS, CRM) into intuitive interfaces, reducing manual errors by 94% through responsive, accessibility-focused design.
- **Team Leadership:** Hired and mentored 2 designers, ran design reviews and set design priorities with product leadership.
- **Cross-functional Collaboration:** Worked closely with Product Managers, Product Owners and Developers throughout the product development lifecycle, applying Design Thinking from problem definition to solution delivery.

KEY PROJECTS

E-commerce & Logistics: Collaborated with product and engineering teams to design a responsive, end-to-end fulfillment system optimized for usability across devices.

CRM & Survey Tools: Partnered with developers and operations to deliver mobile and web tools for field surveyors, prioritizing data entry efficiency and accessibility.

HRIS & ERP Systems: Worked with business stakeholders and developers to deliver scalable, user-friendly interfaces for enterprise management software.

Product Designer | Awesomelab

2015 – 2020

Transitioned from physical product design to digital UX/UI, applying human-centered design principles to improve user efficiency and brand consistency for enterprise clients.

- **Interaction Design & IA:** Developed user-centered interfaces for internal ERP systems, applying information architecture principles to improve navigation and reduce cognitive load.
- **Prototyping & Usability Testing:** Led the design of a training application using iterative prototyping and usability testing to improve user retention through refined micro-interactions.
- **Stakeholder Communication:** Presented design concepts, mockups, and prototypes to key stakeholders, clearly communicating design rationale and research findings.
- **Brand & UX Design:** Designed physical and digital brand activations for clients including Nestlé and Shell, supporting a consistent brand experience across touchpoints.

CORE SKILLS

UX/UI Design & Prototyping: End-to-End Design Process, Wireframing, High-Fidelity Design, Interactive Prototyping, Interaction Design, Usability Testing

Human-Centered & Design Thinking: User Research (Interviews, Surveys, Usability Tests), Empathy Mapping, User Personas, Journey Mapping, Information Architecture, Ideation, Iterative Prototyping

Design Systems: Component Libraries, Style Guides, Documentation, Design System Scaling, Visual Consistency

Cross-functional Collaboration: Working with Product Managers, Developers & Business Teams; Stakeholder Presentations, Design Reviews, Agile & Lean Methodologies

Design Leadership: Strategy & Vision, Stakeholder Engagement, Storytelling, Brand Alignment, Team Mentoring

AI-Assisted Design: Rapid Prototyping with Figma Make, Claude & GPT; AI-Supported Ideation, Research Synthesis & UX Copy; Prompt Writing for Design Tasks; AI Asset, Image & Video Generation (Gemini Pro, Nano Banana, Seedance)

Tools: Figma, Adobe Creative Suite, Canva, Sketch, Claude, GPT, Gemini Pro, Nano Banana, Seedance

ADDITIONAL EXPERIENCE & EDUCATION

Manager (Part-time) | Mighty Meats

2025 – 2026

Managed daily operations, sales strategy, social media and graphic design.

University of Santo Tomas 2011 – 2015

Bachelor of Science in Industrial Design