

ALDRIN BATALUNA

UI/UX DESIGNER



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Profile

An accomplished and detail-oriented UI/UX designer and front-end developer with over 13 years of experience and over a decade of expertise in crafting engaging digital experiences. My work consistently elevates user engagement and drives sales by developing compelling online brands that deeply resonate with target audiences.

Offers diverse services across projects, from creating wireframes to full development. Highly proficient in Adobe XD, HTML5, JavaScript, CSS3/SASS, and other essential design and development tools, ensuring seamless project execution from User research to User Acceptance Testing (UAT). Dedicated to continuous learning and improvement, I stay at the forefront of industry trends, leveraging tools like Figma to refine and enhance UI/UX design strategies.

Job Experience

Aug 2024 – Feb 2025

Design Engineer

Jairosoft Incorporated

Developed client Insurance Admin Tool updates.

Designed e-Learning Management System.

Designed employer part of the Company Job Board System.

Jan 2015 – Oct 2022

Senior Engineer

Samsung SDS Asia Pacific Pte Ltd.

Render a well-tailored UX flow on every project to deliver the best approach during the campaign milestone. Generate wireframes based on the storyboard and discuss them with the team and stakeholders, preventing possible loopholes before proceeding to development and production.

Provides UI and front-end development for both mobile and web application projects.

Education

2001 – 2006

AMA Computer University

Bachelor of Science in
Information Technology

Certificates

Google Web Design and Creative

Expires: January 11, 2023

Google Ads Display

Expires: January 11, 2023

Google Ads Search

Expires: January 11, 2023

Search Ads 360 Certification

Expires: January 11, 2023

Shopping Ads

Expires: January 11, 2023

Interests

Latest Technology

Music

Film Making

Photography

Cycling

Cooking

Responsible for producing social media, online shop partners, and email marketing visual assets or short animation videos for new campaigns.

Supporting APAC subsidiary in maintaining and updating the websites.

Jun 2012 – Jan 2015

Senior Web Designer / Developer

SEO Agency Singapore

Strategic consulting, including business plan and the best approach to practise. Responsible for brand development and its revenue through website traffic growth.

Designed and developed web projects, including market analysis, and conducted basic onsite/offsite training with the clients after the projects.

Nov 2010 – May 2012

Web Design and Development Manager

Joe Ryan Digital INC. (Digital Search Online LTD)

Managing the team and company resources not limited to domain registrar and hosting accounts. As part of the team, a passion for doing technical work is always a great career, such as website projects (CMS and e-commerce platform).

Make sure that the company website is updated with every search engine requirement. Implement the onsite requirements for SEO (Search Engine Optimisation) from the analytics team.

Skills

Design Tools

Figma	★★★★☆
Photoshop	★★★★☆
Illustrator	★★★★☆
Indesign	★★★★☆
Premiere Pro	★★★★☆
After Effects	★★★★☆
Adobe XD	★★★★☆

Development

HTML & CSS/SCSS	★★★★☆
Javascript	★★★★☆
AngularJs	★★★★☆
SEO	★★★★☆
PHP	★★★★☆
Wordpress	★★★★☆
Drupal	★★★★☆
Magento	★★★★☆



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Website:
<https://www.dafootage.online>

Aug 2009 – Feb 2011

Web Designer

Stanton Web Marketing Solution, INC.

Designed and developed website projects and SEO onsite implementation for clients and company website. Creating videos for company online marketing campaigns.

Mar 2009 – Aug 2010

Web Designer

SMART TRAFFIC SEO INC. (SMART TRAFFIC LTD)

Design the company resources websites. template proposals for the clients and other visual asset requests. Make sure that the design team delivers quality output.

Sep 2007 – Mar 2009

Senior Graphic Designer

HUGE Print Ads

Provide advertising/marketing printing assets. Operated and maintained large format printers and stocks auditing.

Mar 2007 – Sep 2007

Graphic Operator / Digital Proffer

Transprint Corporation

Verify the client files and make sure they pass according to the company standards. Create a sample model of client advertising/marketing materials. Processing the CTP (Computer To Plate) material that is needed in printing production.