

# Marius Ladio II

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## EXPERIENCE

### Head of Product Design

YOYO Holdings Pte., Ltd.

JUNE 2014 - PRESENT

- Designed the UI of YOYO's flagship app - PopSlide. Created design systems and UI guidelines
- Redesigned the first-time user experience, resulting in a 20% increase in retention rate
- Optimized PopSlide's app store page and A/B tested content details which increased app downloads
- Conducted numerous user interviews; optimized the experience by analyzing usage data
- Created the company's first knowledge base to document work instructions and processes
- Lead 10+ designers and improved design process to ensure team efficiency

### UX Consultant (Freelance)

Various Startups

OCTOBER 2013 - MAY 2014

- Served as a UX consultant and UI designer for various startups (Big Data, Logistics, Finance, and Consulting)
- Collaborated with product managers and engineers to test and deliver experiences from inception to implementation
- Developed rapid paper/clickable prototypes to evaluate the effectiveness of design solutions

### UX Designer

JWay Group

SEPTEMBER 2012 - OCTOBER 2013

- Designed the app for a local mall, real estate, and architecture firm
- Designed the Apollo learning apps for kids

### Design and Usability Manager

Henderson Blake Global Solutions

FEBRUARY 2010 - AUGUST 2012

- Responsible for all production work completed by the design team and for providing the creative direction for the company

### Web Designer

Microsourcing

AUGUST 2008 - JANUARY 2010

- Increased revenue by devising efficient processes in creating web templates

## SKILL SUMMARY

*I research, document, prototype, test, iterate, design, and deliver.*

### Research and access

**knowledge** through design thinking, empathy mapping, and user research

**Create precise documents** like user journeys, process flows, and research outcomes

**Rapid prototyping** with HTML/CSS, Marvel, and Origami.

**Test design solutions** by doing user interviews and usability testing

**Design delightful digital solutions** with Sketch, Photoshop, and Illustrator

## ACHIEVEMENTS

### Grand Prize Winner

KLab's first sponsored hackathon (HacKlab) - *September 2016*

### Most Valuable Manager

YOYO Holdings Annual RnR *December 2015*

### UXBGC Founder

UX Community and meetup group in BGC - *October 2015*

## EDUCATION

### B.S. in Information Science

San Beda College

2001 - 2005

Systems analysis and information resource management