



Cynna Lemoncito

DESIGNER

Specializes in Branding & Identity, UX/UI Design and Visual Communications

www.cynnalemoncito.com

"I design creative, idea-driven solutions with empathy and strategy. I care for the brands that I work with and my goal is to help elevate brands to their fullest potential."

Work Experience

UX/UI Designer

500 Designs, Inc. | March 2021 - Present

I help 500 Designs in creating beautiful, engaging and effective user interfaces for a variety of international clients. My responsibilities include managing creative projects from start to finish: understanding the client and user needs with our strategy team, preparing wireframes to actual interface design, and guiding the development team until project is live. I also assist with several project's creative direction: from creation of moodboards, stylescapes, to actual design application. Working with a world-class team of creatives has improved my skills in product management, UX design, interaction design, and critical thinking.

Interaction Design Specialist

MEC Networks Corporation | August 2019 - March 2021

I have designed engaging, user-facing media and platforms to help MEC Networks optimize customer interaction and conversion. I've worked closely with our marketing department to find innovative ways on executing projects and creating meaningful content to publish online and offline. I have also worked on creation of social media assets and other multimedia materials for digital marketing efforts.

Senior Website Designer

UX Care, Inc. | September 2018 - July 2019

As a pioneer member, I was responsible for the creation of UX strategy and interface design for our clients' websites and other platforms. I have worked closely with clients and created UX strategy and wireframes aligned with their goals, interface design and worked closely with our development team for website implementation. I have also helped in establishing streamlined internal processes for UX Care members' ease of communication and collaboration. I have spearheaded UX Care creative direction and conceptualized ideas for marketing efforts.

Website Design Team Lead

PRAXXYS Solutions, Inc. | February 2018 - November 2018

I helped PRAXXYS Solutions in creating engaging, functional and high-quality website designs for a wide variety of clients. I have met and personally collaborated with the clients and the team to discuss project details and requirements. I have assisted the company to win most of our 2018 projects. I have also performed as a supervisor for the Website Design team and managed our team's goals, tasks and deliverables.

Creative Content Designer

Gameloft Philippines, Inc. | April 2016 - December 2018

I've spearheaded the design conceptualization and creation of marketing materials for Gameloft Advertising Solutions, under the Gameloft brand. I've also designed and implemented digital and print materials for clients such as Disney, Mattel and other Gameloft partners.

Graphic Designer

Nuworks Interactive Labs, Inc. | September 2015 - December 2015

I have designed digital advertising materials for various accounts handled by Nuworks Interactive Labs particularly: Acer Philippines, Nestle Drumstick Philippines, Burger King Philippines, etc. I've also assisted in conceptualization of ideas and storyboarding of pitch decks for client presentations. The tight environment of the advertising industry has honed my skills in graphic design and other multimedia applications.

Education

Mapúa Institute of Technology

BS Multimedia Arts and Sciences | July 2010 to May 2014

Major in Graphic Design

Specialization

UX/UI Design
Branding & Identity
Website Design
No Code Development
Creative Direction
Illustration
Typography
Visual Communications
Print Media

Tools

Figma
Adobe XD
Wordpress
Divi Theme Builder
Photoshop
Illustrator
After Effects
Premiere
HTML/CSS

Interesting Notes



I currently juggle my time freelancing for small brands, taking film photographs on weekends, and being a full time parent to my cat, Grumpy Goby!

Looking forward to work with you! ✨