

Peter Garcia

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I'm an Interaction Designer, and ReactJS Developer. I create beautiful and usable interfaces, for desktop and mobile applications.

As a versatile User Experience Designer and Developer, I'm passionate about crafting intuitive digital products that tackle real-world challenges. With a user-centered and data-driven approach, I transform ideas into seamless and delightful experiences.

I've collaborated with top brands like Adidas, Nike, GE, Cebu Pacific, Reebok, and a whole lot more honing my skills to meet diverse project requirements and work effectively with cross-functional teams.

Constantly seeking to innovate, I strive to create impactful experiences that exceed expectations.

EXPERIENCE

Product Designer and Front-end Developer

Jan 2021 - Sep 2022

Nansen.ai

As a key team member at Nansen.ai, I played a vital role in the design and development of various marketing initiatives. My responsibilities encompassed creating visually compelling landing pages and implementing A/B tests to optimize marketing strategies.

Beyond marketing, I also took charge of designing user flows, wireframes, and high-fidelity mockups, effectively conveying design concepts and eliciting valuable feedback from stakeholders. Notably, I led the design process for the NFT tracking dashboard and wallet data, ensuring a seamless and insightful user experience in the dynamic Defi space.

Furthermore, I actively contributed to Front-End development, undertaking essential tasks such as crafting the dashboard news section and implementing an alert scheduling component. My combined expertise in design and development allowed me to make significant contributions to the overall growth and success of the Nansen.ai platform.

In summary, my multifaceted involvement in marketing, data analytics UI, and Front-End development demonstrates my versatility and dedication to delivering high-quality solutions that drive user engagement and elevate user experiences in the Defi landscape.

Product Designer and Developer

Jan 2019 - Dec 2020

Immediation Inc. -

I successfully led a part of the development team in designing and developing a multi-platform video conferencing and mediation tool tailored for lawyers and claimants.

As the front-end lead, I effectively managed a team of two skilled developers and one QA specialist, ensuring a smooth and efficient development process.

To enhance the tool's performance and user satisfaction, I introduced valuable user experience strategies. One such strategy was implementing A/B testing for new features and design elements, allowing us to track and analyze the effectiveness of different options.

By leveraging A/B testing insights, we made data-driven decisions to optimize the tool's usability and functionality, resulting in a user-friendly platform that met the specific needs of our target users.

Throughout the development journey, my team and I maintained a strong focus on delivering a high-quality product that resonated with lawyers and claimants alike. The collaborative effort and

emphasis on user experience played a pivotal role in the tool's success and positive impact on the legal community.

Product Designer

Sep 2018 - Dec 2018

Bitcoin.org, City, ST

As a key contributor, I spearheaded the development of the user experience for bitcoin.org's mobile wallet, catering to both iOS and Android platforms. Additionally, I took charge of designing the engaging landing page for the app.

In close collaboration with the CEO, I led the user experience design process, ensuring seamless user flow and a delightful interface. We worked hand in hand, analyzing and addressing the shortcomings of the existing design, allowing us to create a refined and user-friendly mobile app.

My dedication to delivering exceptional user experiences and my ability to work in sync with stakeholders enabled me to play a pivotal role in shaping the success of the mobile wallet project, empowering users to engage with cryptocurrency in an intuitive and secure manner.

UI/UX Designer

Feb 2018 - Oct 2018

a4Tech, Xindian, New Taipei, Taiwan

1. Led the complete overhaul of A4Tech's website UI/UX, resulting in a 30% increase in user engagement and a 20% decrease in bounce rates.
2. Successfully redesigned the desktop application for mouse and keyboard settings, leading to a 25% decrease in user-reported issues and a 15% increase in user satisfaction.
3. Conducted in-depth user research and usability testing to identify pain points and preferences, resulting in a streamlined and intuitive UI/UX design that improved user onboarding by 40%.
4. Collaborated with cross-functional teams, including developers and product managers, to ensure seamless integration of the UI/UX design into the website and desktop application, reducing development time by 20%.
5. Implemented a responsive design approach for the desktop application, enhancing the user experience for customers across various devices and platforms.
6. Developed and maintained a comprehensive design system for A4Tech's products, ensuring consistent branding and design language across all digital touchpoints.
7. Received positive feedback from users and stakeholders for the aesthetically pleasing and user-friendly design, contributing to increased brand loyalty and customer retention.

Freelance Product Designer and Front-end Developer

Mar 2013 - Present

1. Leveraged my expertise in UI/UX design and React.js, along with a diverse array of JavaScript frameworks, to collaborate with multiple startups and companies. Together, we developed innovative and comprehensive solutions that seamlessly blend design and functionality.
2. My involvement in software application development spans various domains, including logistics, mobile dating, e-commerce, and SaaS. By combining my skills in interface design and implementing tailor-made functionalities, I have consistently delivered successful projects that cater to the unique requirements of each endeavor.

3. From streamlining complex logistics processes to fostering meaningful connections through mobile dating apps, enabling online sales via e-commerce websites, and delivering efficient software as a service, I take pride in bringing my clients' visions to life with precision and excellence. My diverse skill set and experience enable me to tackle any challenge and create intuitive and user-friendly solutions that resonate with end-user

EDUCATION

Computer Science

University of San Carlos; Cebu, PH, Cebu

Mar 2012

SKILLS

Expert in: User Interface (UI) Design, User Experience (UX) Design, Figma, Responsive Design, Front-end Development Skills, User Research, Design Systems, Problem Solving, Creativity and Innovation, Time Management

LICENSES & CERTIFICATIONS

Google UX Design Certificate

Google