

PRODUCT DESIGNER

Justine Win Cañete

PROFILE

I'm a product designer with frontend development background and 6 years experience. I love solving complex and challenging problems, designing efficient and accessible experiences, and working with cross-functional teams. In my personal time, I conduct design workshops, mentor aspiring designers, and write articles about UX.

EXPERIENCE

PRODUCT DESIGNER, SHOPIFY – OCT 2019-PRESENT

Owned projects from start to finish and worked with multidisciplinary teams to explore, build, and ship designs. This includes running design thinking workshops, defining and exploring merchant problems, content mapping, sketching, wireframing, low and high fidelity prototyping, conducting UX research, leading stakeholder reviews, doing UX hand-offs, and supporting the team until product launch. I also contributed to hiring and mentoring an intern in my team.

PRODUCT DESIGNER AND LEAD, UBX PHILIPPINES – FEB-AUG 2019

Played a key strategic role in aligning UBX's product roadmap with actual customer needs and insights and managed a team of 5 designers. As an individual contributor, I designed the UBX's brand identity when the company launched and worked on projects from start to finish. As a lead, I helped with hiring designers and mentored less-experienced designers to make my design team stronger.

UX DESIGNER, TALENTED – FEB-NOV 2018

Explored product areas by brainstorming, sketching, wireframing, prototyping, and facilitating design reviews. Being the first designer, I established the design processes and created the design system and maintained it with other 2 designers. I worked closely with engineering and product team to continuously refine the product and ensure proper UI implementation.

UI/UX DESIGNER, SYMPH – AUG 2015-APR 2018

Owned projects from start to finish and was involved in defining the company's internal processes from design phase to client hand-off. This includes participating in team planning and kickoff meetings, conducting design sprints, creating wireframes, prototypes, and client presentations, facilitating design reviews, and converting my designs into frontend code.

EDUCATION

John B. Lacson Foundation Maritime University, Iloilo City – Bachelor of Science in Information Technology, Cum Laude, 2011-2015