

CHLOE VILLAVELEZ

Product Designer chloevillavelez@gmail.com | chloevillavelez.design

About Me

I'm a Product Designer with 4+ years of experience across eCommerce, Fintech, and SaaS. I bring a strong foundation in user research, design systems, and stakeholder collaboration, and I'm passionate about using AI tools to build smarter, faster product experiences. I'm driven to create products that deliver real, measurable impact.

Skills

User Research · Design Thinking · UI Design & Prototyping · Design Systems · Figma Proficiency · AI Tools (Figma Make, Claude) · Heuristic Evaluation · Information Architecture · UX Testing · Stakeholder Management · eCommerce, Fintech, SaaS

Experience

Product Designer (Part-time) | *Kulay* | February 2025 – Present

- Collaborated with product managers and stakeholders to gather user requirements for POS, payments, and merchant dashboard features across all devices.
- Conducted heuristic evaluations of existing flows to identify UX gaps and align design solutions with business objectives.
- Maintained a design system ensuring visual consistency and accessibility across all platforms.

Lead UI/UX Designer | *Fused Software – Chefgood AUS* | May 2024 – Present

- Led UI/UX design initiatives for an eCommerce platform, delivering wireframes, flow diagrams, information architecture, and prototypes for a real Australian user base.
- Drove client-facing design engagements, translating business objectives into measurable user experience improvements through collaborative design processes.
- Defined and executed design vision across diverse industries, demonstrating ability to lead UX projects independently.

Product Designer (Part-time) | *KonekBuhay* | March 2025 – April 2026

- Designed intuitive mobile-first job hunting experience for millions of blue-collar workers, applying behavioral insights to shape user flows and interface decisions.
- Developed Smart Resume, an AI-powered platform now used by 20,000+ users, delivering measurable business impact for underserved job seekers.
- Created design system components including navigation, search, and mobile UI patterns to ensure scalable, consistent digital product delivery.

Mid-level Product Designer | *VoyceMe* | December 2022 – May 2024

- Redesigned VoyceMe's end-to-end design system, establishing navigation components, UI patterns, and visual standards to improve consistency across digital products.
- Spearheaded web-related design initiatives grounded in UX research and benchmarking, aligning design decisions with business goals and user behaviors.

Junior Product Designer | *GrowSari* | April 2022 – January 2023

- Designed mobile interfaces for E-Negosyo Services, conducting user experience research to validate design decisions and improve usability for low-bandwidth users.
- Supported requirement gathering and user testing efforts to align product design with real-world merchant needs.

Education

Bachelor of Science in Communications Technology | *Ateneo de Manila University* | 2014 – 2018

An interdisciplinary program combining communication, information technology, and management to develop leaders skilled in creative processes and modern digital tools.