

# Ralph Victor Cabrera

UI/UX Designer | Designing Intuitive, High-Impact Digital Experiences



## WORK EXPERIENCE

### Solana Name Service (SNS) | UI/UX & Graphic Designer

March 2025 – April 2026 | HONG KONG

SNS is a decentralized protocol on Solana that maps complex wallet addresses to human-readable .sol domains, simplifying digital identity across applications.

- Designed responsive user interfaces and user flows for a decentralized platform across web and mobile, improving usability and reducing onboarding friction.
- Developed and maintained a scalable design system, increasing UI consistency and improving design-to-development efficiency.
- Collaborated closely with developers to ensure accurate implementation of UI designs and reduce iteration cycles.
- Improved onboarding and interaction design for Web3 users, simplifying complex blockchain concepts into intuitive experiences.
- Created digital marketing assets to support product engagement and brand visibility.

### Freelance UI/UX Designer

January 2023 – Present | Remote

- Delivered end-to-end UI/UX design for multiple digital products across various industries, including consumer platforms, agritech, and emerging technologies.
- Translated complex business and product requirements into intuitive user flows, wireframes, and high-fidelity prototypes.
- Built design systems and visual identities to ensure scalability, consistency, and efficient product development.
- Collaborated with founders, product managers, and developers to align user experience with business goals.

### Selected Clients

- **INNOFarms.ai** – Designed branding and three digital platforms from concept to launch, simplifying complex workflows into user-friendly interfaces.
- **BlockSafe Solutions** – Delivered UI/UX for 10+ client products, improving usability of complex systems through intuitive design solutions.
- **CryptoConnect** – Designed multiple platform experiences, creating scalable user flows for decentralized and community-driven products.
- **Thea Carbon** – Developed user flows and prototypes for an early-stage platform, improving product clarity and stakeholder alignment.
- **Faye.xyz** – Designed workflows and interfaces for automated support systems, enhancing usability and interaction clarity.

### Refinable | Product Designer

November 2021 – December 2022 | HONG KONG

Refinable is a decentralized NFT marketplace and creator platform enabling users to create, discover, trade, and manage digital assets with intuitive, no-code tools and flexible royalty settings.

- Led UI/UX design for a digital marketplace, improving user experience across asset creation, discovery, and transactions.
- Developed design systems and documentation to ensure consistency and scalability across the platform.
- Conducted usability testing and supported user research to inform data-driven design decisions.
- Collaborated with product and engineering teams to deliver high-quality, user-centered digital experiences.
- Designed marketing assets to support product growth and engagement.

## CONTACT

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## SUMMARY

UI/UX Designer with 10+ years of experience designing intuitive, user-centered digital products across consumer, enterprise, and emerging platforms. Expertise in UX strategy, wireframing, prototyping, and design systems, with a strong ability to translate complex requirements into scalable, accessible interfaces. Proven track record of improving usability, optimizing workflows, and delivering high-impact design solutions in fast-paced, cross-functional environments.

## EDUCATION

**De La Salle – College of Saint Benilde**

Bachelor of Arts in Multimedia Arts

May 2007 – April 2011 · PHILIPPINES

## CORE SKILLS

### Design & UX:

UI Design, UX Design, Wireframing, Prototyping, Interaction Design, Information Architecture, User Flows, Responsive Design, Design Systems

### Tools & Platforms:

Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Zeplin, Notion, Asana, Linear, Adobe Premiere Pro

### Product & Execution:

UX Strategy, User Journey Mapping, Usability Testing, Workflow Optimization, Design Handoff, Cross-Platform Design

### Visual & Marketing:

Graphic Design, Branding, Visual Identity, Digital Marketing Assets, Multimedia Design

### Leadership & Collaboration:

Cross-functional Collaboration, Stakeholder Communication, Team Leadership, Mentorship

## **Li & Fung Ltd. and UNIFI3D | Product Designer**

August 2019 – December 2021 | HONG KONG

*Li & Fung is a global supply chain management company that has launched UNIFI3D, a 3D-as-a-Service company offering customized 3D printing services and design consulting for brands.*

- Designed enterprise interfaces for 3D workflows, improving efficiency and usability of complex systems.
- Created wireframes and prototypes to translate business requirements into scalable digital solutions.
- Mentored junior designers and promoted design best practices within the team.
- Collaborated with stakeholders to align UX strategy with business goals.
- Standardized design components to improve consistency and development efficiency.

## **Diagnal | UI/UX Designer**

October 2018 – April 2019 | HONG KONG

*Diagnal is a global provider of media technology solutions, delivering premium video streaming platforms and OTT applications for major media, entertainment, and sports partners worldwide.*

- Designed user interfaces for OTT and streaming platforms, improving usability and content interaction.
- Collaborated with executive leadership to align UX with product and technical requirements.
- Developed wireframes, prototypes, and visual systems for consistent user experiences.
- Created style guides and component libraries to streamline design workflows.
- Produced digital marketing assets for brand communication.

## **Vivovii | UI/UX Designer (Promoted from Junior Designer)**

April 2016 – August 2018 | HONG KONG

*Vivovii is a behavioral science-driven app that helps individuals and teams develop soft skills, build habits, and track personal growth.*

- Led UI/UX design for a behavioral science platform, improving user engagement through intuitive interfaces.
- Managed a small design team, improving workflow efficiency and delivery consistency.
- Translated complex concepts into actionable user experiences and interaction flows.
- Collaborated with cross-functional teams to align design with product goals.

## **Gameloft Philippines | Multimedia Specialist (Promoted from Web Artist)**

October 2012 – December 2015 | PHILIPPINES

*Gameloft Philippines was part of a global digital games developer and publisher that creates and distributes games for mobile, PC, and console platforms, known for iconic franchises and partnerships with major entertainment brands.*

- Designed websites, landing pages, and digital campaigns to improve online presence and engagement.
- Collaborated with internal teams and stakeholders to deliver aligned design solutions.
- Created marketing assets supporting customer acquisition and sales initiatives.

## **PCM, Inc. | Web Designer**

September 2011 – September 2012 | PHILIPPINES

*PCM, Inc. was a multi-vendor provider of technology products, IT solutions, and managed services serving commercial businesses, government agencies, educational institutions, and consumers before being integrated into a global IT solutions provider.*

- Designed websites, landing pages, and digital campaigns to improve online presence and engagement.
- Collaborated with internal teams and stakeholders to deliver aligned design solutions.
- Created marketing assets supporting customer acquisition and sales initiatives.