

# Ralph Victor Cabrera

UI/UX & Digital Designer | Product Design, Branding & Visual Systems



## WORK EXPERIENCE

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

March 2025 – April 2026 | HONG KONG

SNS is a decentralized identity platform on Solana that maps complex wallet addresses to human-readable .sol domains.

- Served as the primary UI/UX designer for the platform, designing responsive web and mobile interfaces across domain search, registration, onboarding, account, dashboard, and .sol domain identity experiences.
- Created user flows and high-fidelity prototypes to simplify Web3 concepts and improve clarity across onboarding, registration, and account-management interactions.
- Built and maintained a Figma-based component library, improving visual consistency and supporting faster design-to-development workflows.
- Collaborated with product managers, developers, community, and marketing teams to align product requirements, UI execution, and launch needs.
- Supported website banners and Discord community graphics to help communicate product updates, feature releases, and brand visibility.

### Ralph Cabrera Design | Freelance UI/UX & Digital Designer

January 2023 – Present | Remote

Independent design practice providing UI/UX, digital product design, branding support, and visual design services for startups, founders, and product teams.

- Delivered UI/UX and digital design for startups and product teams across agritech, automation, consumer platforms, and emerging technologies.
- Translated product requirements into user flows, wireframes, high-fidelity interfaces, and prototypes for web and mobile experiences.
- Created reusable UI components, visual systems, and brand-consistent digital assets to support product development and launch needs.
- Collaborated directly with founders, product managers, and developers to align design direction, product goals, and implementation requirements.

#### Selected Projects

- INNOFarms.AI** — Designed branding and three digital platforms from concept to launch, simplifying operational workflows into user-friendly digital experiences.
- BlockSafe Solutions** — Designed UI for multiple client products, improving usability and visual consistency across system-driven interfaces.
- CryptoConnect** — Designed platform flows and interfaces for decentralized and community-driven product experiences.
- Thea Carbon** — Created user flows, wireframes, and prototypes for an early-stage platform, helping clarify product structure and stakeholder alignment.
- Faye.xyz** — Designed workflows and interfaces for automated support systems, improving interaction clarity and product usability.

### Refinable | Product Designer

November 2021 – December 2022 | HONG KONG

Refinable is an NFT creator platform and marketplace that enables users to create, discover, trade, and manage digital assets through no-code tools and flexible royalty settings.

- Served as the primary product designer across NFT creation flows, marketplace discovery, asset management, creator profiles, transaction flows, and partner checkout experiences.
- Designed user flows, wireframes, high-fidelity interfaces, and prototypes to simplify complex NFT creation and digital asset workflows.
- Built reusable UI components and visual patterns to improve consistency across platform screens and support faster design iteration.
- Created custom checkout UI templates for partner experiences and collaborated with product managers and engineers through design handoff, implementation review, and design QA.

## CONTACT

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## SUMMARY

UI/UX & Digital Designer with 10+ years of experience creating web and mobile products, digital interfaces, and brand-consistent visual assets across consumer, enterprise, Web3, and digital platforms. Skilled at turning complex requirements into clear user flows, polished UI designs, scalable design systems, and marketing-ready visuals.

## EDUCATION

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

Bachelor of Arts in Multimedia Arts

May 2007 – Apr 2011 | PHILIPPINES

## CERTIFICATIONS

**Adobe Graphic Designer: Design that Demands Attention**

Adobe / Coursera | Issued May 2026

Credential ID: 0X4BNJ96SQPU

Focus: Graphic Design, Digital Design, Image Editing, Generative AI

## CORE SKILLS

#### UI/UX & Product Design:

UI Design, UX Design, Product Design, Wireframing, Prototyping, User Flows, Information Architecture, Responsive Design

#### Design Systems & Delivery:

Design Systems, Visual Systems, Components, High-Fidelity Mockups, Design Handoff, Workflow Improvement

#### Digital & Visual Design:

Digital Design, Graphic Design, Web Design, Landing Pages, Marketing Assets, Social Media Graphics, Visual Consistency

#### AI-Assisted Creative Workflow:

Generative AI Content Creation, Visual Ideation, AI Image Exploration, Content Support

## **Li & Fung / UNIFI3D | Product Designer**

August 2019 – December 2021 | HONG KONG

*Li & Fung is a global supply chain company; UNIFI3D was launched from Li & Fung as a 3D design and digital workflow company serving brands, internal teams, and external fashion designers.*

- Designed enterprise product interfaces across 3D workflow platforms, internal tools, client portals, asset management, and design review experiences.
- Created wireframes, high-fidelity UI designs, and prototypes to translate complex product requirements into clear digital workflows for internal teams, brand clients, and external fashion designers.
- Built reusable UI components and visual patterns to improve interface consistency across multiple tools and support faster design iteration.
- Collaborated with stakeholders, product designers, developers, and operations teams through design handoff, implementation review, and design QA.

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

October 2018 – April 2019 | HONG KONG

*Diagnal is a media technology company delivering OTT and video streaming platform solutions for entertainment, media, and sports partners.*

- Served as the sole UI/UX designer for assigned OTT and streaming platform projects, designing interfaces for content browsing, playback-related screens, responsive web experiences, and admin tools.
- Created wireframes and high-fidelity UI layouts to organize content-heavy media experiences, navigation patterns, and platform workflows.
- Prepared design files, specs, and assets for developer handoff to support implementation across streaming and content-management experiences.

## **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 build soft skills, habits, and personal growth routines.*

- Joined as the company's first designer and grew into a UI/UX role, designing mobile app, web app, onboarding, habit-tracking, progress, and learning flows.
- Translated behavioral science concepts into clear user flows, wireframes, prototypes, and visual interfaces for soft skills and personal growth experiences.
- Created visual designs, reusable UI patterns, and product assets to support consistency across app screens, web experiences, and marketing touchpoints.

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

October 2012 – December 2015 | PHILIPPINES

*Gameloft Philippines was part of a global game developer and publisher creating digital games and marketing experiences for mobile, PC, and console platforms.*

- Designed landing pages, web banners, social media graphics, newsletters, promotional visuals, app store assets, and presentation materials for game campaigns.
- Adapted existing game artwork and brand guidelines into polished digital layouts for launches, promotions, and marketing initiatives.
- Produced high-volume digital assets in a fast-paced creative environment while maintaining visual quality and campaign consistency.
- Collaborated with marketing teams, developers, and internal stakeholders to deliver aligned web and campaign design assets.

## **OSRP, LLC. / PCM, Inc. | Web Designer**

September 2011 – September 2012 | PHILIPPINES

*OSRP, LLC. was a web and digital design company under PCM, supporting websites, email/newsletter graphics, and digital marketing materials for commercial clients.*

- Designed websites, web banners, email/newsletter graphics, and marketing visuals to support online campaigns and commercial web presence.
- Created digital layouts and image assets while adapting designs to different technology brand guidelines and visual requirements.
- Built an early foundation in fast-paced web and digital design production across multiple campaign and brand needs.

## **TOOLS & PLATFORMS**

Figma, Adobe Photoshop, Adobe Illustrator, ChatGPT, Adobe Express, Adobe Firefly, Sketch, Zeplin, Notion, Asana, Linear

## **COLLABORATION & COMMUNICATION**

Cross-Functional Collaboration, Stakeholder Communication, Founder Collaboration, Design Feedback, Team Coordination