Mark Noya

Montreal, Canada, H4V 1X8

www.marknoya.me

+1 438 454 8700

markbriannoya@gmail.com

Career Profile

Product Designer with 5+ years of experience creating user-friendly, visually appealing web and mobile interfaces across diverse sectors. Expertise in high-fidelity prototyping, usability heuristics, and design systems. Skilled in transforming business objectives and user needs into intuitive, engaging solutions that enhance experience and efficiency. A collaborative team player experienced in cross-functional design implementation.

Core Expertise

- **Design Systems Management**: Created, managed and maintained design systems
- across 10+ projects, ensuring cohesive and efficient workflows for UI consistency.
- **UI/UX Audits Heuristics Analysis**: Conducted audits of UI/UX components using usability heuristics and front-end development skills to identify areas for improvement.
- **Intuitive Interface Design**: Created visually appealing, accessible, and intuitive interfaces that meet user needs and business objectives.
- **Advanced Prototyping**: Developed high-fidelity interactive prototypes in Figma.
- **Motion Design**: Created motion graphics using Rive.
- **Collaborative Workshops**: Led interactive design workshops, fostering collaboration and solution-oriented discussions with stakeholders and cross-functional teams.
- **Development Support and Handoff**: Helped and facilitated in design handoff to development team through the implementation process. Made sure that the UI/UX requirements were correctly implemented.
- **Design Leadership and Advocacy**: Hosted informal knowledge-sharing sessions to improve design practices and promote a user-first approach within the organization.

Work Experience

Multisys Technologies Corporation   Since October 2019
Product Designer, Design Systems Lead

- Designed web platforms, marketing sites, and mobile apps for clients across various business sectors.
- Collaborated with product managers and development teams to design systems, optimize user flows, and analyze feedback from clients and users.
- Bridged the design-development gap by managing an internal design system to ensure consistency and efficiency.

Highlights
- Designed and launched a complex and integrated system for merchants, delivery couriers, and customers across two eCommerce platforms, resulting in over 100 interconnected screens.
- Improved the eCommerce merchant onboarding flow, resulting in a threefold increase in successful registrations.
- Redesigned an eFinance mobile application making it more accessible and appealing to middle-aged Filipino citizens.
- Revamped a government criminal records system for citizens, improving security and accessibility for millions of users, especially senior citizens and underprivileged users.
- Created a ticketing platform for Filipino commuters using buses and trains in Metro Manila, enhancing user experience.
- Led the design systems initiative, implementing new internal UI design standards that positively impacted 10+ projects across diverse sectors.
- Documented detailing design principles, instructions, and guidelines for the company's internal design system, fostering consistency and knowledge sharing.
- Trained a team of 15+ designers in transitioning from Adobe XD to Figma as the primary design tool, enhancing team efficiency and collaboration.

InnoXcell *(now TEH Group)* **- Hong Kong**   November 2018 - September 2019
Web Developer and Graphics Designer

- Created workbooks, brochures, and various marketing materials and banners for simultaneous events hosted by the organization.
- Collaborated with event producers in Hong Kong to update and enhance the organization's marketing website, ensuring accurate and timely information for users

Tanda - Australia
Junior Front-End Developer   July 2018 - September 2018

- Maintained and built pages for the organization's marketing website using HTML, CSS, and JQuery.

ReconTech Solutions - Philippines
Designer and Web Developer Intern   December 2017 - March 2018

- Designed and developed the company's marketing website using WordPress.
- Reported to the CEO and Head of Marketing to create social media graphics.

Educational History
Bachelor of Science in Information Technology, Cum Laude
Systems Technology Institute (STI) College, June 2014 - March 2018