KEITH RANZ
UI/UX & Web Designer

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🌐 www.keithranz.com 📍 Dubai, United Arab Emirates

EDUCATION

BSIT Specialized in Digital Arts
FEU Institute of Technology 2010-2015

DISCIPLINES

User Interface Design
User Experience Design
Design System
Wireframes
Prototyping
Web Content Writing
E-commerce
Digital Design
Design Thinking
Branding

SOFT SKILLS

Management Skills
Team Player
Detail-oriented
Workflow Optimization
Creativity and Innovation
Problem Solving
Organizational Skills
Decision Making
Resourceful
Analytical Thinking
Empathy

TOOLS

Figma
Adobe XD
Elementor
Prestashop
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
Adobe Indesign
Notion
MS Office
Wordpress

KNOWLEDGEABLE

CMS / Wordpress
HTML / CSS
PHP / MYSQL
SEO

CERTIFICATION

Employee of the Month
Workspace | December 2023

Foundation of User Experience
UX Design | May 2021

LANGUAGES

English | Proficient
Filipino | Native

ABOUT ME

As a UI/UX designer, my passion is to help businesses start and grow through design. Utilizing design thinking approach in web design helps me focus on the user providing a seamless effective user interface and user experience. I'm a self taught designer and constantly learning through reading, watching tutorials, and applying these to my freelance projects and at work.

WORK EXPERIENCE

UI/UX & Web Designer
Workspace | Dubai, UAE   **February 2022 - Present**
• Illustrated design ideas using sitemaps, wireframes, process flows and prototyping using Figma
• Conceptualized simple and user-friendly cohesive responsive web page layouts
• Redesigned and developed new interfaces for users
• Developed website architecture, content, linking, and other factors that improved SEO rankings for target keywords
• Optimizing on-page elements, creating resources into useful content, and creating a strategic authentic approach to external authority on the site
• Handling the e-commerce platform by monitoring, modifying products, and adding new products
• Designing effective layouts that encourage interaction and allow users to explore the product and website
• Creating and editing product images and assets according to the design style of the website
• Creating website contents for the blogs, article, product details, and other visual elements
• Directly reporting to the manager regarding the website issues, finished tasks, and tasks that needs to be done or improve.
• Design and developed new websites supporting the main brand of the company

Web Designer | Project Based Remote Work
Clubalthea Health Care | California, USA   **Nov 2023 - Dec 2023**
• Gathered client and website requirements and established design guidelines and website structure
• Redesigned and implemented new features and functionality according to the requirements
• Fixed functionality issues such as dead links, buttons, and responsive design
• Consider Search Engine Optimization: On-page Optimization

UI/UX & Graphic Design Lead
Mnk.Soft Corporation | Ortigas Center, Philippines   **Aug 2017 - Mar 2022**
• Setting UX strategy such as analyzation and plan the framework of the design according to the specifications of the project
• Often deal with the client and be the point of contact
• Work with project manager and programmers to provide user requirements and process of the website
• Supervise the entire UI/UX design and process of the team
• Collaborate in designing and redesigning web, app, illustrations and many other forms of visual communication
• Ensure that the output or services meet the quality and requirement needs of the project

Multimedia Designer | Project Based Remote Work
RaceXplus | Budapest, Hungary   **Oct 2020 - Jul 2021**
• Created visual design and animation for social media posts
• Designed digital content cards for the mobile app
• Produced digital and printed layouts for marketing purposes

Multimedia Designer
Fitbuff Intl. Ventures Inc. | Mandaluyong, Philippines   **Jan 2016 - Jun 2017**
• Conceptualizing visuals based on requirements and conducted research on media techniques and design
• Developed daily multimedia content ideas in collaboration with marketing manager
• Created digital and printed marketing collaterals for the products
• Produced actual product photo shoot and video shoot used as a digital assets and for the website