

DARYLLE BALDOVE

UX/UI Designer

With 4+ years of experience in B2B and ecommerce. Skilled in user flows, wireframing, and prototyping, with a background in web design and front-end development. Experienced in improving product discovery, navigation, and AI-driven features.

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WORK EXPERIENCE

Insight Enterprises Inc.

UX/UI Designer (Digital Specialist)

(March 2023 - Present)

- Designed UX for AI initiatives including Insight Prism and Nia (AI Assistant), creating flows and wireframes to help users find information across products, services, content, and support
- Improved search, product pages, cart, and category pages, enhancing product discovery and the overall shopping experience.
- Redesigned category page layouts and campaign components, with updated category pages contributing to nearly 3x revenue growth.
- Improved the Insight Public Sector (IPS) logged-out experience by helping gather user insights through surveys and stakeholder discussions.
- Designed contract selection improvements for IPS logged-in users across search and product pages to make contract-based purchasing clearer and easier.
- Contributed to navigation improvements to make products easier for users to find and evaluate
- Presented design concepts and collaborated with developers, product owners, and stakeholders to refine and implement solutions.

Front-End Web Specialist

(July 2021 - March 2023)

- Developed and maintained pages across the TigerDirect ecommerce platform, including homepage, category pages and promotional landing pages.
- Implemented campaign and merchandising layouts for product launches, bundles, and marketing initiatives, collaborating with marketing teams through Adobe Workfront.

Affinity Express Philippines, Inc. (AffinityX)

Associate Web Designer

(February 2020 - September 2020)

- Implemented front-end web designs using CMS frameworks and development standards.

Kollab Guru Group, Inc.

UI/UX Engineer Consultant (Project-based)

(September 2019 to February 2020)

- Created UI mockups for internal systems across telecom, healthcare, and employee management platforms.

EDUCATION

University of Santo Tomas

Bachelor of Science in Information Technology - Web & Mobile Application Development
(2015 - 2019)

CERTIFICATIONS

Google UX Design Certificate

Coursera | 2023

ITPEC Fundamentals of IT Passport Exam

IP Exam, Level 1 - Certified
A.Y. 2019, ITPEC

SKILLS

- User Research
- Wireframing & Prototyping
- User Flows & Journey Mapping
- Responsive Web Design
- Design Systems
- Usability Testing

TOOLS

- Figma
- Adobe XD
- Axure RP
- Adobe Photoshop
- HTML/CSS/JavaScript
- Mural, Jira, Adobe Workfront