

Jose Ildefonso (Boggs) Labayen

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OBJECTIVE

To obtain a Product Designer position where I can apply over a decade of cross-industry experience to create impactful omnichannel digital experiences and help optimize workflows for partners and clients.

HIGHLIGHTS OF QUALIFICATIONS

- Designed and developed B2B platforms across multiple industries, including food services, financial institutions, and healthcare.
- Experienced in running end-to-end design sprints, including user research, usability testing, design thinking process, project management, and wireframing/UI design.
- Objective-driven and highly strategic in solving business challenges, achieving organizational goals, and balancing business and user needs.
- People-centric and highly collaborative leader with a proven ability to build efficient teams.
- Proven creative problem-solver with expertise in delivering effective business solutions under resource constraints.
- Compelling storyteller and effective presenter, skilled at communicating complex design ideas and concepts clearly.
- Strong empathy, able to translate user challenges into actionable design solutions.
- Recipient of multiple awards for mobile app and digital project excellence.

TECHNICAL SKILLS

- Adobe Creative Suite / Figma
- Maze / Optimal Workshop (Research Tool)
- Fullstack Web Development (React/ NextJS)

EDUCATION:

Mobile App Development and Strategy

Sep 2025 - Present

George Brown College - Casa Loma Campus - Toronto, ON

Interactive Media Management

Sep 2024 - Aug 2025

Centennial College - Story Arts Centre - Toronto, ON

- Completed UX internship at Future Fertility, optimizing egg donation workflows through improved user flows and interface design.
- Conceptualized and designed Oopa, a mobile app aimed at redefining ownership, as a final capstone project, developing the idea through complete implementation planning.

Achievement: Dean's Awardee

PROFESSIONAL EXPERIENCE

Co-Founder / Head of Design

Jul 2023 - Jul 2024

Lablife Multimedia - Manila, Philippines

- Optimized event registration workflows by designing and developing a comprehensive website registration platform and inventory management system.
- Designed logos and mall visuals for a high-profile Christmas campaign for one of the largest malls in the Philippines.

User Experience Lead

Apr 2022 - Jul 2023

LeapFroggr - Manila, Philippines

- Established a consistent brand experience by creating a design system spanning multiple platforms and mobile applications.
- Boosted customer satisfaction 20% by enhancing the patient confirmation screen with informative content in the NowServing Patient app.

- Accelerated project delivery by introducing a streamlined design-to-development workflow, enhancing testing of design fidelity.

User Experience / User Interface Designer

Nov 2021 - Mar 2022

Finstro Philippines - Manila, Philippines

- Developed design assets and user interface for a B2B financial management platform.
- Conducted user research and usability testing, and developed user personas to inform and guide product feature development.

User Experience Design Lead

Sept 2018 - Nov 2021

Home Credit Philippines - Manila, Philippines

- Advocated for and implemented user-centered design processes across the company.
- Built and managed a high-performing design team, growing from 4 to 16 designers, and streamlined workstreams to deliver impactful user experiences.
- Facilitated company-wide design thinking sessions to identify, prioritize, and develop product solutions.
- Redesigned a single-purpose app into a robust fintech mobile application by crafting user research, user flows, and high-fidelity designs for loyalty functionality, loan management, and credit card management.
- Represented Home Credit Philippines as a speaker at various design conferences nationwide.
- Led user research and user-persona presentations to facilitate knowledge transfer and help teams better understand our consumers.

Sr. User Experience Designer

Feb 2018- Sept 2018

AXA Philippines - Manila, Philippines

- Translated business stakeholder requirements into user stories, wireframes, and high-fidelity designs for digital products, including websites and mobile apps, serving both customers (policy and non-policy holders) and insurance agents.

Career Break - Family Matters

July 2017 - Sept 2018

Manila, Philippines

- I decided to take a career break for a planned personal trip with my wife, exploring different cultures, countries, and experiences. During this time, I also completed online courses and gained hands-on experience managing freelance on-ground events.

User Experience Design Lead

May 2016- Jul 2017

Quiddity Usability Labs - Manila, Philippines

- Spearheaded design projects across various industries, delivering wireframes, prototypes, usability testing, and information architecture for web, mobile, and inventory management platforms.

VOLUNTEER EXPERIENCES:

Tala Entertainment

Aug 2024 - Dec 2024

Toronto, ON

- Designed the Tala website, including an events management platform and an e-commerce site, creating new revenue streams for the company.
- Designed marketing materials (social media posts, banners, video teasers) for musical events.