

# JOSE ILDEFONSO LABAYEN

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## Personal Summary

**Helping businesses and brands create meaningful connections with their customers through frictionless and valuable digital experiences.**

## Skills

- User Research
- Usability Testing
- Strategic Planning / Ideation
- UI Design / Wireframing / Prototyping
- Project Management
- Creative Asset Production
- Client Servicing
- Critical Thinking
- Copywriting

## Work Experience

### **User Experience Lead -LeapFroggr**

**April 2022 - July 2023**

Leapfroggr is a health-tech startup that develops SeriousMD, a leading EMR and practice management platform for healthcare professionals in the Philippines. Now Serving is a patient-facing app that enhances doctor-patient communication and enables seamless online consultations.

As a UX Design Lead, I translate user tasks into seamless user flows and convert them from low-fidelity prototypes to high-fidelity mock-ups. I am also responsible for developing a consistent design systems that unifies all different outputs from the design team to ensure consistent experience throughout.

### **UI / UX Designer - Finstro Philippines**

**November 2021 - March 2022**

Finstro is a multinational financial technology company specializing in B2B trade credit and payment solutions.

As a UI/UX Designer, my responsibilities include supporting the creation of designs for the B2B financial management platform. I am actively involved in daily stand-ups and bi-weekly sprint planning within an agile environment.

### **User Experience Design Lead - Home Credit Philippines**

**September 2018 - November 2021**

Home Credit Philippines is a consumer finance provider operating as a subsidiary of Home Credit Group, an international non-bank financial institution.

As a Design Lead, I was responsible for forming and managing the design team, growing it from four designers to a fully efficient team of 16, catering to various workstreams within Home Credit Philippines.

Additionally, I established and advocated a customer-centric design approach within the online team. I conducted numerous user research initiatives, facilitated multiple design thinking sessions, and led rapid prototyping exercises with stakeholders to drive innovation and improve user experiences.

## Work Experience

### Sr. User Experience Designer - AXA Philippines

February 2018 - September 2018

AXA Philippines is a subsidiary of AXA Group, a global insurance and asset management company.

As a Senior User Experience Designer, I was responsible for translating business requirements from internal stakeholders into user stories and wireframes, which were then developed into high-fidelity designs. I was deeply involved in conducting usability tests, synthesizing user feedback, and presenting insights to influence the design direction. This iterative process ensured the design was refined before being handed over to the development phase.

## Education

### Interactive Media Management

Post-graduate program  
Sep 2024 - Present

### Centennial College

Toronto, ON, Canada

### Bachelor of Arts - Mass Communication

Undergraduate degree  
June 2004 - March 2008

### University of Perpetual Help

Manila, Philippines

## Training Attended

### Designing the Big: User Centric Innovation and Strategy

August 2014

### Human Factors International Inc.,

New York City, USA