

Myle Antonio Balidoy

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Education

National University Laguna
Bachelor of Science in Information Technology

Aug. 2022 – July 2026

Experience

Digital Designer
Re:spwn Creative Studio (Full-Time, Remote)

Sep. 2026 – Present

- Direct brand identity systems and guidelines to ensure visual consistency across all digital platforms and campaign assets.
- Create responsive graphics, marketing collateral, and interactive visuals, collaborating directly with the development team.

UI/UX Designer
Blueshift Energy (Full-Time, Hybrid)

July 2026 - Sep. 2026

- Designed responsive commercial and residential solar landing pages with a focus on visual hierarchy.
- Built Figma variables, components, and interactions to maintain a scalable, consistent design system.

UI/UX Design Intern
KMC Solutions (Internship)

Jan. 2026 – May 2026

- Designed end-to-end flows and high-fidelity mockups for HR expense, onboarding, and team management tools.
- Redesigned responsive career and workspace portals, iterating through A/B testing and design critiques.

Data Entry & Design Assistant
Improbable Labs (Part-Time, Remote)

Sep. 2025 – Mar. 2026

- Created app store preview assets and marketing visuals that improved app store visibility and boost user engagement.
- Researched competitor app listings and user search behavior to optimize discoverability and keyword placement.

Projects

Trackify: Inventory Management System | *Figma, Rapid Prototyping*

May 2026

- Delivered 15+ high-fidelity screens in a 24-hour timeframe, with user flows for analytics visualizations and logistics.
- Built interactive prototypes and validated user flows tailored to a property custodian persona, placing 2nd out of 35 teams in the Protothon 2026 UX Hackathon (Enterprise Track).

Lakbay Calamba: Interactive Tourism Platform | *PHP, Laravel, MySQL, JavaScript, Figma*

July – Oct. 2025

- Led the design for 3 user roles (admin, establishment, tourist), creating working prototypes that guided full-stack development.
- Developed an interactive digital map using Google Maps API, improving tourist navigation for the Calamba tourism office.

Payonnect: QR-Based Umbrella Sharing App | *Figma, Adobe Photoshop, Adobe Stock, Canva*

Oct. 2025

- Mapped a complete user flow for borrowing and returning umbrellas through QR code scanning.
- Established a UI kit with defined typography, color palette, and component hierarchy to ensure brand recognition.

CosMarket: Cosplay E-Commerce Platform | *Figma, Adobe Photoshop, Canva*

Mar. 2025 - Apr. 2025

- Conducted user research within cosplay communities to identify pain points in buying, selling, and trading costumes.
- Created page designs for item browsing and checkout that addressed friction points in the marketplace.

RFID-Based Student Discipline Tracking System | *PHP, MySQL, HTML, CSS, JavaScript*

Nov. 2024 - Mar. 2025

- Developed the frontend pages tailored for the NU Laguna Student Discipline Office to manage over 500 student profiles.
- Translated Figma designs into responsive PHP frontend components, including profiles, registration flows, and dashboards.

Certifications

Graphic Design Essentials (*Canva*)

June 2026

Microsoft UX Design Specialization (*Microsoft*)

February 2026

Google Agile Essentials (*Google*)

May 2025

IT Specialist - Network Security (*Certiport*)

February 2025

Technical Skills

UI/UX Design: User Research, Usability Testing, Design Systems, Accessibility (WCAG), Rapid Prototyping, User Flows

Tools & Software: Figma, Canva, Webflow, ClickUp, Adobe Photoshop, Adobe Lightroom, Adobe Stock, Material UI

Development: PHP, Laravel, Python, JavaScript, HTML, CSS3, SQL, Git, Salesforce

Methodologies: Design Thinking, Agile (Scrum), Quality Assurance, Stakeholder Communication, Developer Handoff