

Carlos Jonathan Dayrit

Visual Communicator and UI/UX Designer

I am a **selectively skilled multi-disciplinary designer with a strong focus on producing high-quality and impactful experiences and narratives.**

I am driven to empower organisations by creating meaningful experiences and enhancing digital products.

Info

Status: Singapore PR

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Skills

- Creative Art Direction
- Visual Design
- Project Management
- User Research and Synthesis
- UX heuristic evaluation
- Usability, AB, and Guerrilla Testing
- Information Architecture
- Storytelling through storyboarding and presentation
- Rapid wire-framing and mid/high fidelity prototyping
- Design System frameworks

Toolkit

- Adobe Creative Cloud
- Affinity Photo/Designer/Publisher
- Figma
- Framer
- Sketch
- Webflow
- Wordpress x Elementor
- Zeplin (hand-off)
- Miro
- Microsoft 365 & Google Workspace
- ProCreate

Experience

Senior UI/UX Designer (Lead)

Equity Communications Pte Ltd | Jul 2021 - Present

- Leads the agency's digital projects (B2B) from concept to implementation.
- Collaborates with marketing team to qualify and pitch digital projects and to market the agency's digital efforts
- Provides direction for discovery, research, and data synthesis to identify critical user insights and develop hypotheses to design effective experiences
- Dissects business problems creatively and strategically, using UI/UX design methodologies to develop innovative outcomes and approaches that will benefit business goals and user needs
- Facilitated design studio workshop for convergent and divergent thinking

Achievements in the organisation:

- Successfully implemented a digital business plan for the company to provide alternative revenue streams using our agency's industry and client base
- Trained and mentor designers to scale up skills in design thinking and digital design

Projects:

- Designed and developed CapitaLand Investment Website (2021) (AEM and ShareInvestor API)
- Currently developing a contact centre omni-channel customer service

Senior Art Director (Team Leader)

Equity Communications Pte Ltd | Jul 2015 to Jul 2021

- Led the agency's marketing and business objectives into creative strategies.
- Developed and maintained a creative vision that speaks to the reader, viewer, or user.
- Collaborated with account management team to ensure client satisfaction and successful project delivery.
- Facilitated brainstorming sessions for convergent and divergent thinking with team members.
- Produced concepts, sketches, storyboards, roughs to visualise ideas.
- Managed a team of designers and copywriters, ensuring project excellence

Achievements:

- Successfully managed a 8 year publishing solution for Changi Airport Group (Airport and Shop & Dine Guides) from 2012-2020
- Trained and mentored designers to scale up skills in design thinking and digital design to improve overall output and efficiency.

Senior Designer

Equity Communications Pte Ltd | Jul 2008 to Jul 2015

- Managed all design projects, from conception to delivery.

Short Background

Born in Quezon City, Philippines now residing in Singapore as Permanent Resident for over 15 years. Proficient in English and Filipino. Background in design and arts, web design, UI and UX, loves video games, loves to cook, sneaker collector and a photography hobbyist.

References

Available upon Request

- Analysed the creative briefs to transform the direction into a meaningful narrative visual form.
- Created original pieces, including layouts, illustrations, and infographics.

Senior Designer

Cre8 Singapore Pte Ltd | Jun 2006 to Jun 2008

- Managed the creative development and design for print, marketing and events from concept to final product.
- Coordinated and collaborated with vendors to produce the final product of the design.

Graphic Design Manager (Environmental Graphics)

Goudie Associates Manila | Oct 2005 to Apr 2006

- Managed and driven the creative development of environmental graphics
- Collaborated with the production team and visualisation team for production and specifications.

Industrial Designer (Retail Experience)

Target Display Co. Inc | Jun 2003 to Oct 2005

- Provided creative solutions to assigned projects for clients/retailers requiring retail design, corporate identity, brand identity, print advertising, packaging design, and environmental graphics.
- Presented creative materials and design solutions directly to the client.
- Maintained client and supplier communication within the conceptual and execution phase of the project.

Freelance and Project Based

Product Designer (Remote)

Geodata Systems Technologies Inc (Philippines) | Aug 2022 - Mar 2023

- Designed, delivered, and hand-off of Address Information Management System (AIMS) Phase 1 web application for Philippine Local Government Units
- Designed the corporate branding and user manual of AIMS web app

UI Designer

NIIT Technologies Limited | Mar 2011 - May 2011

- Worked on data.gov.sg (version 1) portal for publicly-available datasets from 70 public agencies for Info-communications Media Development Authority (formerly the IDA)
- Designed and hand-off of the UI of the portal along with data visualisation assets.

Education

General Assembly

Sep 2021 - Mar 2022

User Experience Design Immersive Flex

De La Salle - College of St Benilde

1999 - 2003

Bachelor of Science - Major in Industrial Design