Mara Estalilla

UX Designer with front-end development background

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Work Experience

UX Design Consultant

Deloitte Consulting Philippines Delivery Center; Full-time
September 2024 - Present | Taguig, Philippines

- Drove **end-to-end delivery of multiple projects** within constrained timelines and shifting requirements.
- Led the design and enhancement of **consumer banking and service request flows** across mobile and web.
- Conducted and synthesized user research, with outcomes consistently **achieving target usability scores (SUS)**.
- Played an active role in **design critiques and peer reviews**, supporting continuous improvement across the design team.
- Collaborated with product, engineering, and business stakeholders to **manage dependencies, expectations, and delivery risks**.

UX Design Specialist

AIA Digital+ Philippines; Full-time
March 2023 - June 2024 | Makati, Philippines

- Led the **end-to-end design** of AIA Philippines' My AIA Agent Portal.
- Contributed to **AIA's enterprise design system** (Qi) by implementing variable-based design tokens.
- Supported the **delivery of AIA Hong Kong's flagship app**, AIA+, as part of a cross-market team.
- Partnered with **cross-functional stakeholders** across the end-to-end design process to align requirements and expectations.
- Delivered solutions **independently and collaboratively** to meet diverse business unit requirements.

Lead UI/UX Designer

Outgive Inc; Full-time Remote
Sep 2020 - October 2021 | Toronto, Canada / Manila, Philippines

- Led **design systems and end-to-end UX** across multiple projects to improve conversion and sales.
- Built and led a small design team, **establishing UI/UX standards** across web, landing pages, and e-commerce.

UI/UX Designer and Web Developer

Benildean Yearbook Office (Ad Astra), DLS-CSB
Jan 2019 - Sep 2020 | Manila, Philippines

- Led the UI/UX design of the organization's **student registration and recruitment portals**, working closely with illustrators and the creative director.
- Owned the **front-end and back-end (PHP, MySQL) maintenance** of The Benildean Yearbook (Ad Astra) system.

UI/UX Designer

Freelance; Remote
August 2017 - Dec 2022 | Manila, Philippines

- Designed and developed websites for various clients – individuals, small businesses, and organizations.

Skills

- UX & UI design with accessibility
- Design systems and Figma variables.
- Product design & strategy
- Figma and advanced prototyping
- UX writing, UX research
- AI tools and vibe coding
- Stakeholder management
- Business requirements analysis
- Journey and IA mapping

Education

De La Salle - College of Saint Benilde

Bachelor of Arts in Multimedia Arts

Attended 2018 – 2020 (Incomplete)