



DANIEL S. PUNZALAN

UX/UI DESIGNER

HTML & CSS Developer

Availability: **Immediately**

Singapore PR

punzalan.daniel@gmail.com

+6597513259

www.dpunzalan.com

+ User Research + User Experience + UCD + User persona

+ Prototyping + Low Fidelity + High Fidelity + A/B and Usability Testing

+ Design System + Web Responsive Design + Web App Design

+ Mobile App Design + Front End Dev + Agile Methodologies

Figma Miro Jira ChatGpt UX Pilot

Photoshop Illustrator <> HTML & CSS

Educational Background

INFORMATICS TECHNOLOGY

Web Design Premium ,
HTML/CSS and JAVASCRIPT

BULACAN STATE UNIVERSITY

Bachelor in Fine-Arts
Major in Advertising

Work Experiences

15yrs

Total Experience

5-7yrs

UX/UI Designer

8yrs

Web Designer
HTML/CSS Dev

2yrs

Graphic artist

Willowmore Pte Ltd

Senior UX/UI Designer

Sept 2023 - Sept 2025

Revamped the UX/UI for WM Senshub, CMMS mobile, and our web platform admin (dashboards and charts), resulting in significantly enhanced usability and engagement for users.

Leveraged in-depth user research, interviews, and competitive analysis to strategically guide every design decision.

Working hand-in-hand with Software Engineers, Product Managers, Sales Managers, Senior Leadership, and the Marketing Team, we'll jointly gather and prioritize user requirements to maximize the value of our product solutions. Assisting our Dev in HTML/CSS/JS

Products

WMSenshub Web and mobile

WMIntercom

WMAttendance

PUB Sludge Truck

Orangecloud Pte Ltd

UX/UI Designer

Apr 2020 - Jul 2023

Conduct the potential users, user research and interviews, competitive research and analysis, collaborate with Software Engrs, Product Mngr, Sales Mngr, Big boss and Marketing Team to gather user requirements for our products and solutions(Emobiq Mobile and web Builder, ISV Apps and for our clients).

Creating wireframe and producing low to high/maximum fidelity UX design solutions through wireframes, visual and graphic designs, icons, user flows , storyboards, site maps, prototypes and converting the UI to html and CSS.

Products / Project

EMOBIQ (Web & Mobile Builder)

ISV Apps

ACUMATICA (Revamp)


TableQr (Online Ordering & Epos)


Seafood Supplier


WORK EXPERIENCES


 iClick Media Pte Ltd

 **Web Designer
UX/UI Designer**

 Aug 2015 - April 2020

 Responsible for designing web and mobile UI and UX, web banners, mobile apps, wireframes, prototype, EDMs, icons, logo, digital marketing materials and microsities as well.

 Responsible for designing web and mobile UI and UX, web banners, mobile apps, wireframes, prototype, EDMs, icons, logo, digital marketing materials and microsities as well.


 Converting PSD mock up to HTML CSS and Javascript responsive. Integrating the Website (HTML) to Wordpress and Maintaining the website of our existing clients


 **Products**


EU Holidays (Online Booking)
Cortina Watch(E-commerce)
Plover Trip (Web & Mobile App)
ISell / Riceball (Buy and Sell)
Corporate Website
E-commerce Website
Digital Banners(Socmed)
Brochure, Banner & Poster(Print)

 Eideas Pte Ltd

 **Web Designer
Web Developer**

 May 2014 – July 2015

 Responsible for designing website, web banner, mobile apps, EDMs, Wireframes and Microsities as well.


 Integrating the Website (HTML) to Wordpress. Fixing lay out issue on different browser


 **Products**


Corporate Website
E-commerce Website


 Clickworkz Solution

 **Web Designer
Front End Developer**

 Aug 2012 – March 2014

 Responsible for designing website, web banner, mobile apps, EDMs, Facebook apps, Wireframes and Microsities as well.

 Deploying the mock up design to HTML/CSS/JS and Integrating the Website (HTML) to Wordpress.


 Maintaining the website of our existing clients and fixing lay out issue on different browser.


 **Products**


Corporate Website
E-commerce Website


 2359Media Pte Ltd.

 **Front End Designer**

 Sept 2011 – May 2012

 Responsible for designing intuitive user interfaces for MobDis's users and implementing design via working with MobDis Developers.

 Responsible designing MobDis user experience and workflow Con- duct pre-development User Acceptance Testing, User

 Front end development and UI designs of web apps(Condominium Management System - Capitaland)


 **Products**

Mobdis Builder
E-Condominium Management System - Capitaland

 Deutsche Bank Singapore

 **Web Designer**

 Nov 2010 – Jan 2011

 Responsible in the development, conceptualization, design, program- ming, and implementation of the following: User Interface of Deutsche Bankers Desktop System (Prototype).

 **Products**

Bankers Desktop System

I hereby certify that the above information is true and correct to the best of my knowledge and belief.