LENRA-NETTE G. OMBROG

My website

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UI/UX Designer with combined experience in customer relations, visual design and illustration, and Product Design. I bring a user-centered approach and an eye for visual storytelling. Blending research, design systems, and thoughtful interactions to craft intuitive digital experiences.

EXPERIENCE

Design Lead – BPX

June 2025 – Present
Lead end-to-end product design for AI-powered B2B SaaS ecosystem of platforms in the Pharma and Biotech space, driving UX, UI, and product strategy from the earliest concepts to delivery.

- *Define product requirements and collaborate closely with the CEO, developers, and clients to align user needs with business goals.*
- *Establish scalable design systems, UX standards, branding, and visual direction across all digital products.*
- *Leverage AI-assisted design and development workflows using Claude Design, Claude Code, Lovable, ChatGPT, and/or Codex to accelerate product discovery, design execution, and implementation.*
- *Lead product, marketing, and communication design initiatives, ensuring a cohesive user experience and brand presence.*

UI/UX Consultant – TK Services International Ltd.

September 2024 – June 2025

- *Provided UI/UX consulting across digital products, helping improve usability, user flows, and overall product experience.*
- *Collaborated with stakeholders, developers, and marketing teams to deliver user-centered solutions aligned with business objectives.*
- *Created wireframes, prototypes, high-fidelity designs, and scalable design systems for web and mobile platforms.*
- *Conducted UX audits, usability improvements, and research-driven design recommendations.*
- *Supported development handoff, QA reviews, accessibility, and responsive design best practices.*

UX Specialist – 1210 Services Inc.

February 2023 – June 2025

- *Led the UX redesign (V2 Project) of three iGaming platforms, improving user journeys, interfaces, and feature experiences.*
- *Built and maintained a comprehensive design system, establishing standards for components, branding, and responsive design.*
- *Partnered with executives, country managers, product teams, and developers to deliver scalable, market-specific solutions.*

SOFT SKILLS

- Creative thinking
- Problem-solving
- Time management
- Interpersonal skills
- Attention to detail
- Flexibility
- Communication skills
- Organizational skills
- Adaptive-learning

HARD SKILLS

- Design system
- UI Design
- Wireframe
- High-fidelity prototype
- Iconography
- UX research
- Information architecture
- Journey mapping
- Data analysis
- Brand design
- 2D/3D Illustration
- Agile processes
- Project scoping
- Requirements gathering
- User acceptance testing
- GenAI

- *Collaborated with SEO and growth teams to improve conversion-focused experiences and analytics tracking.*
- *Led additional initiatives including SEO landing pages, engagement features, and UX optimization projects.*

UI/UX Designer – Confidential Company
July 2024 – January 2025

- *Developed brand guidelines, design systems, and reusable UI libraries to ensure consistency across products.*
- *Designed user flows, site maps, wireframes, prototypes, and high-fidelity interfaces.*
- *Conducted UX planning through persona development and journey mapping.*
- *Designed and implemented responsive web experiences aligned with business and user needs.*

Visual Designer and Illustrator – Freelance
June 2018 – January 2023

- *Created digital illustrations, branding assets, book covers, character designs, and marketing visuals for clients worldwide.*
- *Managed end-to-end client projects, from requirements gathering to final delivery.*
- *Expanded services into UI/UX design, applying user-centered design principles to digital products.*

EDUCATION

Professional Diploma in International Hospitality Leadership
OLFU Dual Diploma Program in Partnership with American Hospitality Academy,
June 2015 – January 2018

Bachelor of Science in Hotel and Restaurant Management
major in Hotel Services and Cruise Line Operations
Our Lady of Fatima University, Valenzuela City
June 2014 – April 2018

CERTIFICATIONS

Google UX Design Professional Certificate
Micro1 UI/UX Designer Certified

ACHIEVEMENTS AND ACCOLADES

CHED Academic Scholar – 2014-2018
Top Performing Employee for Q3 2019 - SYKES ENTERPRISE
Best Employee of 2024 – 1210 Services Inc.

TOOLS

- Figma
- Wix
- Squarespace
- GoDaddy
- Adobe Illustrator
- Adobe Photoshop
- Clip Studio Paint PRO/EX
- Google Analytics
- Similarweb
- Spline 3D
- Hotjar
- Miro
- Slack
- Jira
- Claude Design
- GPT Codex
- Lovable

LANGUAGES

- Filipino – Native
- English – Professional

REFERENCES

- Untalan, Jeremiah
  Product Manager – BPX.AI
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- Barrera, Juan Miguel
  Product Manager – 1210 Services Inc.
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