

GERARD PANGANIBAN

UX ENGINEER • UI/INTERACTION DESIGNER

MS IN HUMAN-COMPUTER INTERACTION
DEPAUL UNIVERSITY, CHICAGO IL.

+ EXPERIENCE

JUL 2021 - PRESENT
CO-FOUNDER
GIFTINITY INC.

- Giftinity is a technology company based in Chicago that develops enhanced artificial intelligence systems to simplify user experiences in the gift purchasing process. Our team is developing AI solutions to serve personalized curated product recommendations that will help consumers quickly find gift products and experiences for those they care about most.

FEB 2019 - PRESENT
FOUNDER / OWNER
GRAPHYTE TECHNOLOGIES LLC

- Graphyte Technologies is a technology company based in Illinois. The company is engaged in designing and developing websites, desktop & mobile apps, marketing materials such as brochures, business cards, banners, posters, and likewise, market electronic products like IoT & smart devices, tech gadgets, and COVID mitigation devices such as electronic sanitizing equipments, mask detection and infrared temperature scanners.

JAN 2019 - AUG 2021
SENIOR UI/UX DESIGNER / DEVELOPER
Northwestern University IT, Media Technology and Innovation Group - Evanston. IL

- Promoted to a senior-level position, September 2020

UI/UX DESIGNER / DEVELOPER

- Responsible for the user interface and user experience design of all the projects developed by our team, for example — websites, mobile apps, and other technology-based systems
- Lead user-centered design activities, such as user research, prototype & mockup creation, design ideation, comparative analysis, and usability testing for end-users
- Help developed the front-end architecture of the web and mobile application projects using HTML5, CSS3, and JS framework
- Provide technical support to our users on projects built on Drupal and WordPress

AUG 2017 - NOV 2018
UI/UX DESIGNER (GRADUATE ASSISTANT)
DePaul University Innovation & Development Laboratory - Chicago. IL

- Spearheaded the conceptual development, information architecture, and user-interface design of the DePaul iD-Lab website, including their conference websites and other online application projects
- Develop mockups, wireframes, high-fidelity prototypes, and conducted comparative analysis, user research, and usability testing
- Working closely with the lab manager, developers, researchers, and scrum master on a weekly basis or whenever required

FEB 2017 - NOV 2018
WEB DESIGNER / FRONT-END DEVELOPER (GRADUATE ASSISTANT)
DePaul University Library - Chicago. IL

- Developed multiple websites for the library, including support software applications, interactive way-finding maps, and content management system websites. My job responsibility includes maintaining these systems.
- Created Microsoft SharePoint pages, web parts, and WordPress themes. My job includes the management of plugins, widgets, and child themes.
- Major achievement: 2018 Student Employee of the Year Nominee

+ TECH SKILLS

- HTML5 / CSS3 / SCSS
- JAVASCRIPT / JQUERY
- SKETCH / ADOBE XD
- BOOTSTRAP / WORDPRESS / DRUPAL
- ADOBE PHOTOSHOP / ILLUSTRATOR
- FINAL CUT PRO / ADOBE PREMIERE

+ CONNECT

- ✉ EMAIL
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+ AWARDS/ACHIEVEMENTS

- FINALIST, TECH-PRIZE PITCH COMPETITION
Tech-Prize, September 2021
- GRADUATED, FOUNDERS INSTITUTE
Founders Institute Startup Accelerator, Aug 2021
- PROMOTED TO SENIOR UI/UX DESIGNER/DEVELOPER
Media Technology & Innovation
Northwestern University IT, September 2020
- FINALIST, MARS HACKATHON
Mars Incorporated, November 2018
- BEST IN EXECUTION, URBAN MOBILITY HACKATHON
Bosch & KPMG, October 2018
- 3RD PLACE, TECHSTARS STARTUP WEEKEND
Google for Entrepreneurs, September 2018
- 2018 STUDENT EMPLOYEE OF THE YEAR NOMINEE
Office of Student Employment
DePaul University, April 2018



Sep 2016 - **GRAPHIC DESIGNER (GRADUATE ASSISTANT)**

Sep 2017 DePaul University Athletics & Communications (DePaul Blue Demons) - Chicago, IL

- Conceptualize creative ideas and implement them into actual designs in print and digital formats that are used by various athletic teams of the university for their advertising and marketing campaign
 - Designed posters, flyers, window clings, game schedule handouts, game day & final score social media graphics, website header banners, and others
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Jun 2013 - **GRAPHIC / VISUAL DESIGNER**

Sep 2015 Jetex Flight Support | Dubai Airport Freezone, Dubai, UAE

- Responsible for brand management and corporate identity of the company
 - Designed web banners, animated presentations, social media campaigns, newsletters, advertising & marketing materials e.g. trade show banners, signages, brochures, posters, magazine ads, giveaway items, and branding for cars, aircraft, and airport heavy equipment
 - Involved in the photo and video production to support marketing initiatives, campaigns, sales & support, and corporate communications
 - My designs were used in various airshows and major aviation events around the globe such as the NBAA (USA), LABACE (Brazil), ABACE (China), EBACE (Europe), Paris Airshow (France), MEBA (UAE), and the Dubai Airshow (UAE)
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May 2007 - **LEAD DESIGNER / FRONT-END DEVELOPER**

Jun 2013 Danat e-Ventures FZ LLC | Dubai Media City, Dubai, UAE

- Designed and developed the front-end site architecture of Akhbaar24.com & Argaam.com. Both are financial websites with over a million yearly visits. My job responsibility includes performing maintenance and regular content updates
 - Was part of the team that managed and maintained two e-commerce websites (Logta.com and Bezaat.com, both sites have heavy monthly site traffic)
 - Designed and developed marketing and advertising materials in print and digital
 - Major achievement: I was promoted to a senior-level position, 2008
 - Major project awards for Argaam.com:
 - Best website for Financial Institutions (UAE Web Awards, 2007)
 - Best website using Microsoft technology (UAE Web Awards, 2007)
 - Most Influential Economic website (Forbes Middle East Top Media Online in the Arab World 2012 awards)
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Mar 2006 - **SENIOR WEB GRAPHIC DESIGNER**

Apr 2007 Bigfoot Entertainment Ltd. | Bigfoot I.T. and Media Park, Cebu, Philippines

- Responsible for creating rich media websites (animated and static sites) for films, TV shows, and events produced by the company
 - Designed web banners, flash animations, email ad campaigns, advertising and marketing materials such as brochures, logos, posters, advertisements, and business cards
 - Actively played a role in contributing creative ideas in every sales & marketing and creative team brainstorming meetings
 - Provided support to the company's affiliate companies - Int'l Academy of Film & Television and FashionTV (FTV) Philippines for their design needs
 - Major achievement: February 2007 Employee of the Month
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Sep 2005 - **WEB DESIGNER / DEVELOPER**

Mar 2006 Alliance Global Call Solution Inc. | Cebu Business Park, Cebu, Philippines

- Responsible for the layout, visual appearance, and usability of all the company-owned websites
- Designed and developed web templates, web banners, and other creative needs for the company
- Responsible for adding daily updates to the company website and maintaining the eBay account with the luxury products sold by the company on eBay.com

Jun 2004 –
Sep 2005

WEB DESIGNER / VIDEO ENCODER

88th Floor Gifts, Inc. | Mactan Export Processing Zone, Cebu, Philippines

- Responsible for maintaining two community-based web portal websites - xclusivetrax.com (Hip-hop music streaming website) and irMTV.com (Iranian Music TV streaming website)
 - Designed and developed website templates, banners, email ad campaigns, e-cards, animated cartoon characters
 - Responsible for editing, archiving, and conversion of VHS/DVD format movies and music videos to digital format for online streaming
 - Major achievement: Perfect Attendance Awardee
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Jun 2004 –
Sep 2005

FREELANCE WEB DESIGNER / DEVELOPER

Webstreet Communications Inc. Unicon-Douglas Consulting

- Create website mockups using Adobe Photoshop and present them to the clients for approval
 - Convert these designs into HTML/CSS, upload and deploy the web files via FTP
 - Design and create artwork for online banners, landing pages, icons, buttons, etc. for cebucentral.com, a community-based web portal website.
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