



Bianca Maddela

MULTIDISCIPLINARY DESIGNER

I'm a Multidisciplinary Designer with 8+ years of experience spanning UX strategy, frontend development, and visual design. I've worked across SaaS platforms, e-commerce stores, and marketing sites. Within my line of work, I've helped product teams identify UX friction, build scalable design systems, and ship polished digital experiences.

CONTACTS

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◆ PREVIOUS EXPERIENCES

● Senior UX/UI Designer for Feature Enhancements & Building Legacy Docs

MSPBOTS.AI, USA FULL-TIME

NOV 2024 - MAR 2026

I rebuilt the company's Design System, built mockups for several feature enhancements, created legacy documentations that served as guidelines for other teams, and managed the marketing website.

● UX/UI Specialist Course Instructor for Aspiring Professionals

CIIT COLLEGE OF ARTS AND TECHNOLOGY INC, PH CONTRACT

MAY 2024 - AUG 2024

My responsibility within the Specialist Course Team is to educate aspiring students & professionals on the basic principles of UX/UI Design and the ropes of using Figma.

● Shopify CRO Specialist for an Online Sportswear

VEII APPAREL, USA FREELANCE

MAR 2024 - AUG 2024

Based on behavioral data from Microsoft Clarity, I research new UX flows, design, code and deploy A/B testings in order to increase Vei's conversion rate.

● Senior UX/UI Designer for private and government SG institutions

WEBPUPPIES DIGITAL SINGAPORE, SG FULL-TIME

OCT 2021 - MAY 2024

I provide UX strategy, consultations, and craft website & app mockups for various industries.

● Shopify Developer & Graphic Designer

PUFFT DOUGHNUTS, PH FREELANCE

SEP 2020 - AUG 2024

I redesigned Pufft's branding and built their Shopify store. 3 years later, I still enjoyed working with Pufft as their go-to developer, updating their store on a monthly basis.

◆ SKILLS

I move fluidly between UX strategy, UI design, front-end dev, and visual crafting. This range means I can take a product from audit to polished execution without losing context at the handoff. All-in-all, I bring the same level of intentionality to every layer of the work.

UX STRATEGY & RESEARCH

UX AUDITING

UI DESIGN

2D ILLUSTRATION

PRESENTATION DESIGN

2D MOTION GRAPHICS

FRONT-END DEV

VIBE CODE with intent duh*

TOOLS



PLATFORMS



◆ EDUCATION

B.A. Multimedia Arts

DE LA SALLE COLLEGE OF SAINT BENILDE

2014 - 2018

◆ CERTIFICATION

● Data Structures & Software Design

EDX, UNIVERSITY OF PENNSYLVANIA

2022

Part of UPenn's CS Essentials for Software Development program, covering data structures, software design principles, and refactoring techniques for writing maintainable, high-quality code.

● Software Development Fundamentals

EDX, UNIVERSITY OF PENNSYLVANIA

2021

The foundational course of UPenn's CS Essentials program, covering object-oriented programming in Java and best practices of modern software development.

● Learn jQuery

CODECADEMY, NEW YORK

2020

A Codecademy course covering DOM manipulation, effects, and event handling using jQuery to add dynamic behavior to web pages