

Juelle Q. Del Rosario

Senior UI/UX Designer

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SUMMARY

Versatile and Experienced **Senior UI/UX Designer** with **8+ years** specializing in **games** and **software** currently based in Pampanga, **Philippines**. I have designed for PC, Web, Mobile, Tabletop Games, Interactive Exhibits and Software Applications. My skills in **UI/UX design**, **UI Art**, **Technical UI Art** and **UI Animation** alongside my understanding of **game & product design** allows me to create visually captivating, effective and engaging player experiences.

WORK EXPERIENCE

Senior UX Designer - Altitude Games

Full-Time / Remote PH

May 2025 - Present

- Responsible for creating, implementing and auditing user experience across products and games for web and mobile. Report directly to the Product Director and collaborate across disciplines to deliver an exceptional user experience to users.
- Gather and evaluate UX requirements, research competitors and user journeys, and recommend solutions aligned with business and player needs.
- Design intuitive interfaces and UX flows, develop style guides, and collaborate with teams to create a cohesive and responsive user experience.
- Lead usability testing, resolve UX issues, and iterate designs using data to optimize user experience and boost conversion rates.

UI/UX Designer - Captain.TV

Full-Time / Remote US

Jan 2022 - Jan 2025

- Worked on games specifically designed for streamers to play and engage with their community on Twitch and Discord Activities. I had the opportunity to work on almost all of Captain.tv's projects - Stream Raiders, Nitro: Stream Racing, Stream Pirates, Arena Kingdoms and their platform, the Captain Hub.
- Collaborated with our Art Director, Design & Dev team to create UI art assets, UI/UX mockups and interactive prototypes, setting up UI in Unity for various features for the Captain.tv products including creating icons, logos, HUD elements, illustrations, animation mockups, and marketing graphics.

2D Game Artist, UI/UX Designer & Illustrator - Freelance

Self-Employed | Local & International Clients

Apr 2020 - Jan 2022

- Worked with local and international clients to create 2d game art & UI assets/icons in various art styles, design high-fidelity UI & UX mockups, and illustrate character and environment art. Projects I've worked on included a fantasy MMORPG, evil god simulator sandbox game, point and click tactical rpg game, minimalist puzzle game, deck building crawling card game, and more.

UI Designer - Wemu Inc.

Full-Time | Onsite PH

Oct 2018 - Jan 2019

- Worked at a startup company to design UI web and mobile mockups for PoS dashboard system and inventory management applications. Participated in researching competitors and observed during interviews for user research.

Game & Digital Media Artist - Neeuro Inc.

Full-Time | Remote SG

Feb 2019 - Aug 2019

- Created UI/UX mockups and UI Art assets for Neeuro's Web & Mobile Apps: Cogoland, Memorie, Galini, and the NeeuroOS dashboard that uses the Senzeband which utilizes the user's brain waves to measure and track attention, mental workload and relaxation levels.

2D Game Artist, UI/UX Designer & Illustrator - Freelance

Freelance | Remote PH

Sep 2017 - Sep 2018

- Worked with clients from Upwork designing User interfaces, creating UI art assets and illustrations for mobile and tabletop games.

2D Artist Intern - Anino Inc.

Full-Time | Onsite PH

May 2017 - Aug 2017

- Trained by veterans from the first game company in the Philippines. Created marketing and promotional graphics for In-App messages for "Double Win Vegas" Casino Slots Game.

Multimedia Artist - Metamedia Info. Systems

Full-Time | Onsite PH

Jan 2015 - Apr 2017

- Created 2d/3d graphic assets and animation, UI art & design, print & marketing collaterals, video-edits, concept art and illustrations used in interactive exhibits featured in science museums, amusements, and live events.

EDUCATION

Diploma in Computer Graphic Design

CIIT College of Arts and Technology

Aug 2013 - Sep 2017

CERTIFICATIONS

Interaction Design Foundation

Human-Computer Interaction: The Foundations of UX Design	Sep 19, 2024
How to Prototype Games UX by Om Tandon	Sep 23, 2023
UI Design for Games: Starter Edition by Stefano Girardelli	Apr 7, 2023
Journey Mapping	Jan 26, 2023
Games UX Foundations: Starter Edition by Om Tandon	Nov 23, 2022
Games UX: Process & Pipeline Deep Dive by Om Tandon	Nov 18, 2022

UX+ Design Conference Attendee

2023, 2024

TOOLS

- Figma
- Photoshop
- Adobe Illustrator/Shadergraph
- Addressables
- Profiler
- Unity Events
- Scriptable Objects
- Unreal engine
- NetCode,
- Visual Studio
- MySql
- Playfab
- Github
- Gitfork
- StableDiffusion,
- ComfyUi
- A1111
- AWS