

JOHN ROBERT TUBALE

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[My Portfolio](#)

SUMMARY

Results-driven UI/UX Designer with 5+ years of demonstrated success in designing and optimizing digital interfaces for enhanced usability and conversion. I excel at collaborating with cross-functional teams to deliver exceptional product experiences and contribute to measurable growth.

WORK EXPERIENCE

Visual Designer, IBM

March 2024 - Present

- Creating appealing and effective visual elements for a variety of media, such as websites, printed materials, motion graphics, and learning materials. We prioritize aesthetics, usability, and IBM brand integrity while communicating messages and improving user experiences using captivating photography, typography, and layout.
- Utilized AI-powered tools and systems to boost productivity, efficiency, and deliverability by automating repetitive processes, optimizing workflows, and offering data-driven insights.
- Collaborated with cross-functional teams

Senior Web Designer, Imanila

Mar 2020 - March 2024

- Gather user and business requirements and convert them into sketches, wireframes, and mockups before moving on to visual design and prototypes.
- Design, preparation, and creation of pages for use in multimedia, web, and print advertisements
- Collaborated with cross-functional teams

Intern Game Designer, Knowledge Channel Foundation

Feb 2019 - Aug 2019

- As an intern, we are responsible for creating assets for their upcoming top-down RPG educational game, such as 3D objects and game levels.
 - Created storyboards and illustrations
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EDUCATION

Bachelor of Science in Entertainment and Multimedia Computing, Specialized in Game Development

2015 - 2019

Asia Pacific College (APC)

- Learned game design, programming, art, and 2D/3D animation, constantly employing industry-standard tools and engines such as Unity or Unreal Engine.

TECHNICAL SKILLS

- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Aftereffects
- Adobe Firefly
- Adobe Express
- Adobe Captivate
- Knowledge of basic HTML/CSS
- Wix
- Wordpress
- JIRA
- Figma
- Microsoft Office
- Elementor
- Canva
- Camtasia
- Mural app

AWARDS/ACTIVITIES:

1. WatsonX Challenge 2024
2. WatsonX Challenge 2025
3. The Innovator
4. Fintech Hackathon: Hack to the Future 2nd runner-up
5. Home Credit Hackathon 2019: Digitize the Philippines Champion
6. </U: HACKADEMIA>2018 X ASIA PACIFIC COLLEGE CHAMPION
7. IBM Happy Feet 2025

CERTIFICATION AND SEMINARS:

1. 2020 Vision: Do UXSee What I See, UX Philippines
2. Certificate of Participation in Fintech Hackathon 2019: Hack to the Future
3. Certificate of Recognition in Hackathon 2019: Digitize the Philippines
4. UI UX Design Hybrid from Figma to HTML, CSS, and JavaScript: Udemy
5. IBM Watsonx.ai Technical Essentials
6. Enterprise Design Thinking Practitioner
7. Enterprise Design Thinking - Team Essentials for AI
8. iOS Design Essentials