

JOSEPH EDUARD REYES ALDE

joseph.alde.2020@scis.smu.edu.sg • +65 9750 4184 • Website(WIP) : <https://josephalde.webflow.io/>

EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY
Bachelor of Science (Information Systems)

Aug 2020 – May 2024

SINGAPORE POLYTECHNIC
Diploma in Business Information Technology

Apr 2015 – Apr 2018

WORK EXPERIENCE

Scratchbac

May 2022 – July 2022

UI/UX Engineer Intern

- Orchestrated a new onboarding process through user research to understand user needs and pain points, leading to the development of customer journeys, personas, user flows, ideation, wireframes, and prototyping on Figma. The project effectively conveyed the Scratchbac story and significantly improved the user experience.
- Redesigned user profile page: Conducted user research, usability testing and iterating designs based on user feedback and insights. Executing A/B tests for feedback and optimized user experiences aimed at increasing user engagement with each other.
- Executed UI/UX enhancements on Flutter and Dart, working with the Product team and FE team while collaborating with the BE team for seamless integration, ensuring consistency and visual appeal. I independently developed the enhanced profile page from conception to launch.

Freelance

Oct 2021 – April 2023

Graphic Designer

For *LeYiBei – Bubble Tea Shop* and *Lezu Wellness – Massage Service (Same owner)*

- Produced crucial graphic designs and promotional materials for LeYiBei and Lezu Wellness store openings.
- Generated digital content, including posters and banners, for heightened social media brand visibility.
- Crafted brand-defining logos for product applications, including cups and menus at LeYiBei.
- Designed diverse in-store collateral, encompassing large menu signs, A4 menus, banners, posters, and business cards.

VISA

Oct 2017 – Mar 2018

Innovation & Strategic Partnerships (I&SP) Intern

- Assisted Co-creation projects for Visa's major AP clients and partners, encompassing research, user interviews, design, facilitation, and logistics, following a Design Thinking process.
 - International Olympic Committee; implement ease of digital payments for the attendees of the Tokyo 2020 Summer Olympics
 - Various Banks across AP; implement a better digital payment solution in rural areas where technology is limited for both merchants and customers
- Designed Sketch wireframes as minimal viable products for showcasing digital solutions in co-creation projects.
- Contributed to building experiential assets in the Visa Innovation Centre, including data narratives and microservices showcases, inspiring innovative client solutions at Visa.

CO-CURRICULAR ACTIVITIES

Member, SMU Samba Masala, Singapore Management University

Aug 2020 – Aug 2022

- Taught and performed Samba Masala's repertoire which embodies the elements of Asian and Brazilian percussion music

Head of Publications, School of Digital Media and Infocomm Technology, Singapore Polytechnic

Apr 2016 – Apr 2018

- Supervised DMIT Club's social media accounts, overseeing content planning, creation, and execution with a dedicated team.
- Generated comprehensive marketing content for club and school events, including Camps, AGMs, and more.
- Served as the 2017 DMIT Club Freshman Orientation Camp Chairman, coordinating and leading the event's success.

SKILLS & LANGUAGES

- Language fluency: Effectively bilingual in English and Tagalog
- Proficient in: Python, Javascript, SQL, Sketch, Figma, Adobe Photoshop, Adobe Illustrator, JIRA, Confluence
- Familiar with: SQL, PHP, HTML, CSS, DART, Flutter, Vue.js, Kotlin, Adobe After Effects