

Karyl Ingrid C. Mack

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 6+ years of experience across DTC e-commerce, LegalTech, HealthTech, and SaaS, with strong expertise in designing conversion-focused landing pages, PDPs, and end-to-end shopping experiences. Combines user research, behavioral data, product strategy, and CRO to turn complex problems into clear, intuitive experiences that support both customer needs and business goals.

SKILLS

Design: Design Systems, User Flows, Interaction Design, Information Architecture, Wireframing, Prototyping, Responsive Design

User Research: Interviews & Surveys, User Personas, Competitor Analysis, Usability Testing, Heuristic Evaluation, Heatmap Analysis, Conversion Rate Optimization

Marketing & Product: Digital & Print Marketing, Content Creation, Social Media Management, Product Management

TOOLS & TECHNOLOGIES

Figma, Framer, Webflow, Storybook, Miro, Notion, ClickUp, Trello, Asana, Slack, Photoshop, Illustrator, Hotjar, Fullstory, Maze, MS Office, ChatGPT (OpenAI), Gemini, Claude, Intelligems

PROFESSIONAL EXPERIENCE

UX Design Lead

Purdy & Figg, United Kingdom *July 2025 – Present*

- Analyze user behavior across landing pages, product detail pages (PDPs), and key e-commerce journeys using heatmaps, click tracking, scroll depth, and engagement data to identify UX opportunities and conversion barriers.
- Create detailed UX reports summarizing insights, trends, and actionable recommendations to improve conversion rates and user flow.
- Translate project briefs and user research findings into conversion-focused landing pages and PDP experiences for seasonal campaigns, product launches, bundles, and promotional initiatives across desktop and mobile.
- Contribute to ongoing A/B testing and CRO initiatives, developing design variations based on user behavior and performance insights to validate improvements before wider rollout.
- Collaborate cross-functionally with UI designers, product managers, and marketing to keep design decisions data-driven and cohesive across campaigns.
- Build repeatable AI-assisted workflows for UX research synthesis, competitive analysis, and ideation, reducing manual analysis time and accelerating design decision-making.

Senior Product Designer

SeriousMD, Philippines *July 2024 – October 2025*

- Partnered with cross-functional teams to define product vision and roadmap grounded in research and user feedback.
- Translated research insights into actionable design decisions that aligned business goals with user needs.
- Designed a seamless Fast Track booking feature with Hi-Precision Diagnostics, eliminating on-site queuing and streamlining the diagnostic workflow.

- Designed and launched the Baby Book feature in partnership with pediatricians, helping parents digitally track growth milestones, vaccination schedules, and medical history in one place.

UX/UI Designer

Lexagle Pte. Ltd., Singapore *January 2022 – June 2024*

- Led design direction and execution as the sole designer across multiple products.
- Authored comprehensive tenders and proposals for UX design projects, securing new business and expanding the client portfolio.
- Built and maintained relationships with key clients (Singtel, SMU, Anytime Fitness) to gather feedback for product improvement.
- Mentored junior designers and interns on design principles and techniques to foster team growth.
- Facilitated workshops and design sprints.
- Conducted usability testing and incorporated feedback to optimize user experiences.
- Collaborated closely with developers to ensure accurate implementation of design specifications.
- Developed and maintained design systems to ensure consistency and efficiency across projects.
- Supported QA engineers in product testing.

Visual Designer

Lexagle Pte. Ltd., Singapore *January 2022 – July 2022*

- Established and led the marketing design function, overseeing visual design and brand identity across digital and print channels.
- Developed creative marketing campaigns — social media graphics, email templates, digital ads, and promotional materials — to drive user acquisition and engagement.
- Designed and maintained the company website, optimizing user experience and visual appeal to strengthen brand perception and drive conversions.
- Created wireframes, prototypes, and visual designs to communicate design concepts and interactions.

UX/UI Design Intern

Lexagle Pte. Ltd., Singapore *October 2021 – December 2021*

- Supported senior designers in creating wireframes and prototypes to communicate design concepts to stakeholders and developers.
- Participated in usability testing sessions, design rumbles, and reviews.
- Conducted heuristic evaluations before product handoff to identify usability issues.
- Assisted in developing and maintaining design systems and documentation.
- Collaborated with cross-functional teams to deliver legal-tech products and marketing deliverables.

EDUCATION

University of Santo Tomas

B.S. Medical Technology *2017 – 2021*