


Lem Manalo

Product Designer

 (619) 301-7220

 lemmanalo@gmail.com

 [linkedin.com/in/lemanalo](https://www.linkedin.com/in/lemanalo)

 [lemmanalo.com](https://www.lemmanalo.com)

Skills

Technical

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe InDesign
Keynote
Microsoft Powerpoint

Design

Wireframing
Prototyping
Breakpoints
Design systems
Logo design
Layout design
Branding
Asset creation

About me

Bringing together my passion for user experience design and my expertise in graphic design, I'm focused on crafting experiences that seamlessly adapt and connect with users from all walks of life. With a deep commitment to understanding user needs and delivering creative solutions, I approach each project as an opportunity for growth and learning.

Experience

Westlake School for the Performing Arts

Contract Graphic Designer // May 2021 - Present

- Led a comprehensive rebranding effort, for a leading performing arts school in the Bay Area, showcasing strategic vision and creative execution
- Designed compelling apparel and merchandise assets for diverse audiences, contributing to increased brand visibility and engagement
- Managed art direction across various departments, ensuring alignment with brand standards and objectives

The Company, Professional Dance Team

Lead Graphic Designer // October 2018 - Present

- Amplified brand presence and revenue through the creation of captivating seasonal graphics for apparel and merchandise, resulting in consistent yearly growth
- Cultivated a strong social media presence by curating dynamic visual assets and fostering engagement with a dedicated audience
- Spearheaded design direction for major events, driving attendance through innovative branding and promotion strategies

Metajive Design Corp.

Jr. UX Designer + XD Designer // May 2023 - February 2024

Award Winning Design Agency, #6 Fastest Growing Companies in San Diego (2023)

- Collaborated on the development of impactful project artifacts, including wireframes and prototypes, for diverse client projects
- Contributed to the establishment of cohesive design systems and brand identities, ensuring consistency across digital platforms
- Prepared design files for development handoff, prioritizing seamless consistency, scalability, and efficient collaboration
- Engaged with top-tier clients to deliver high-quality design solutions

Clients worked with: Acrisure, Daikin, Full Swing Golf, Google, HP, NEA, SoftBank

Gong.io

Contract Graphic Designer // June 2021 - March 2023

Gong is the pioneer in revenue intelligence technology for sales teams.

- Design work covering apparel design, graphic design, logo design & production work relating to the rebrand of Gong
- Designed multiple collections of merchandise and social assets to celebrate the launch of Gong's rebrand

Education

San Francisco State University, School of Design | Conferred May 2020

DesignLabs UX Academy Certification | Completed June 2023