

ARTHUR BADUYEN

Senior Product Designer
AI-Augmented Design & Development

🌐 arthurbaduyen.dev

@ hello@arthurbaduyen.dev

☎️ +63 915 391 2132

🌐 linkedin.com/in/arthurbaduyen

Senior Product Designer with frontend delivery experience, specializing in complex platforms, design systems, and AI-augmented product development.

With 10+ years of experience across SaaS, B2B, and B2C products, I design end-to-end digital experiences from UX strategy and interface design to working frontend implementation. I specialize in complex workflows, multi-role systems, and scalable product thinking, and I use AI tools to accelerate prototyping, iteration, and delivery.

CAPABILITIES & APPROACH

Product Strategy & UX Architecture

End-to-end product design, UX architecture, interaction design, and design systems for complex digital products

Complex Systems Design

Design multi-role platforms, operational workflows, internal tools, and SaaS products with clarity across dense requirements and edge cases

Design Systems & UI Foundations

Build reusable component systems, interaction patterns, and visual standards that improve consistency, speed, and product quality

Design to Production Delivery

Translate design into production-ready applications, working across modern frontend technologies and frameworks

AI-Augmented Product Development

Use prompt-driven prototyping, AI-assisted exploration, and accelerated build loops to move faster from concept to working product

Workflow Optimization

Turn fragmented, manual, or high-friction processes into structured digital experiences that improve usability, efficiency, and adoption

Enterprise & Admin Experience

Design dashboards, management tools, reporting systems, and role-based interfaces that support real operational complexity without overwhelming users

SELECTED WORK

ZIP

Designed and built an AI-assisted healthcare platform spanning admin operations and mobile-first patient care journeys. Led UX architecture and frontend delivery across onboarding, care coordination, analytics, and secure multi-role workflows.

<https://arthurbaduyen.dev/projects/zip/>

Talent Intelligence

Designed a role-based talent operations platform for recruiters, candidates, and clients, including secure sharing flows. Built frontend-ready dashboards, profile management, and skills taxonomy workflows around structured, auditable data.

<https://arthurbaduyen.dev/projects/chromedia-talent-intelligence/>

Chronomedia

Led product design for an internal operations platform covering time logging, payroll, reimbursements, leave, invoicing, and reporting. Created the design system and supported frontend implementation that replaced fragmented manual tools.

<https://arthurbaduyen.dev/projects/chronomedia/>

Nester

Designed a multi-role real estate platform that helps buyers, sellers, and homeowners understand total cost of ownership. Simplified complex report and comparison flows through a scalable design system.

<https://arthurbaduyen.dev/projects/nester/>

Workrite

Designed a Lean operations platform for work observation, line-balance analysis, and reporting. Turned paper-based process studies into a clearer digital workflow for faster review and continuous improvement.

<https://arthurbaduyen.dev/projects/workrite/>

EXPERIENCE

Senior Product Designer / Frontend Developer - Chromedia Far East

2016 - Present

- Led end-to-end product design and frontend development for enterprise and startup products, working closely with product managers and engineering teams
- Partnered directly with clients to translate business goals into user-centered designs and production-ready applications
- Designed and built complete user experiences—from research and wireframing to high-fidelity UI and functional frontend interfaces
- Developed and maintained scalable design systems and reusable React component libraries used across multiple products
- Implemented responsive, production-grade interfaces using HTML, CSS, React, Tailwind, and modern JavaScript frameworks
- Built interactive prototypes and working features to validate product concepts and accelerate development cycles
- Collaborated cross-functionally to ensure technical feasibility, product quality, and alignment with business objectives
- Leveraged AI-assisted tools (ChatGPT Codex, Claude Code, GitHub Copilot, Google Antigravity) to speed up iteration, development, and debugging workflows
- Improved usability, accessibility, and performance across web applications through continuous refinement and optimization

Senior UI/UX Designer - CommissionFactory

Sep 2022 - Sep 2023

- Designed user experiences and interface systems for internal tools and digital products.
- Collaborated with the CEO and project managers to define feature priorities aligned with company direction, and with developers to ensure high-fidelity design implementation
- Improved the product design system by migrating it from Adobe XD to Figma, removing unused elements, and aligning components with production-ready implementations
- Introduced structured design sprints to accelerate product development and improve team efficiency

UI/UX Designer - RFOX Labs

Feb 2022 - Jun 2022

- Collaborated with marketing and development teams to improve digital platforms and product experiences.
- Designed improved interfaces and user experiences for RFOX digital platforms
- Presented design recommendations and product improvements to stakeholders
- Worked closely with development teams to align UX with technical feasibility

Graphics Artist - International Marketing Group

2015 - 2016

- Designed digital and marketing materials for web, social media, and events.

SEMINARS, TRAINING & ELIGIBILITY

Anthropic Education

2026

- [Introduction to Model Context Protocol](#)
- [Building with the Claude API](#)
- [AI Fluency: Framework & Foundations](#)
- [Claude 101](#)

Google UX Design Specialization

2021

- [Design a User Experience for Social Good & Prepare for Jobs](#)
- [Responsive Web Design in Adobe XD](#)
- [Create High-Fidelity Designs and Prototypes in Figma](#)
- [Build Wireframes and Low-Fidelity Prototypes](#)
- [Conduct UX Research and Test Early Concepts](#)
- [Start the UX Design Process: Empathize, Define, and Ideate](#)
- [Foundations of User Experience \(UX\) Design](#)

EDUCATION

Master's in Computer Science

2012 - 2015, Ateneo De Zamboanga University (36/42 units)

BS Information Technology

2008 - 2012, AMA Computer College