GINO AFABLE

SENIOR UX DESIGNER

— NEW YORK CITY —

www.ginoafable.com
ginoafable@gmail.com

I solve problems and bring business value through empathy and design.

With more than a decade of experience as a UX professional, I have successfully worked independently for small companies, while also being an effective team player in large design teams at established tech giants. When not working, I enjoy immersing myself in video games to appreciate well-designed experiences, and I also enjoy annoying my friends with unsolicited lectures on badly designed things.

NOTABLE CONFERENCES

Nielsen Norman Group: Usability NYC
NEW YORK CITY, USA, 2013

Gabe Zichermann: Gamification Summit
SAN FRANCISCO, CALIFORNIA, USA, 2013

Edward Tufte: Presenting Data & Information
NEW YORK CITY, USA, 2012

EDUCATION

BFA - Major in Information Design
ATENEO DE MANILA UNIVERSITY

REFERENCES

Available upon request.

EXPERIENCE

2022 - 2023

Google

SENIOR UX DESIGNER • NEW YORK CITY

As the primary designer on multiple products for the Ads Privacy and Safety (APaS) division, I supported 50+ engineers without PMs or UXRs. I quickly grasped unique-to-product technical knowledge, conducted and presented research, and proposed, executed, and tested designs for multiple EWOQ human evaluation platform portals and its machine learning counterpart, pursuing data quality and adoption objectives. All this, while adjusting to a new company, a newly-formed team, and a newly hired manager, I accomplished in my first 6 months at Google.

2020 - 2022

Microsoft Ads | Xandr

SENIOR PRODUCT UX DESIGNER • NEW YORK CITY

Working with multiple cross-functional teams within the Demand-Side-Platform flagship product InvestDSP, I was responsible for research and design for different product capabilities, including budgeting & delivery, targeting, monitoring, and emerging ad-types for programmatic buying such as Advanced TV and Digital-out-of-Home ads.

2017 - 2020

Momentum Design Lab

PRINCIPAL UX DESIGNER • NEW YORK CITY

Designed experiences across industries such as financial services, network security, life-sciences, healthcare, archive discovery, and much more. Represents design team in client proposals and mentors juniors.

2012 - 2017

eScholar

UX DESIGN SPECIALIST • GREATER NEW YORK AREA

Introduced design-thinking processes and fostered a culture of user empathy in the company. I led design for all products.

2010 - 2012

OksPinoy Inc.

INTERFACE DESIGNER • MANILA, PH

Designed for web and apps for major Philippine Telco companies.

2010 - 2011

The One School

DESIGN INSTRUCTOR & LECTURER • MANILA, PH

Lectured on Adobe software and introduction to graphic design