Maria Sereno

UX DESIGNER + FRONT-END DEVELOPER

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Experience

Full-Stack Designer
OCT 2019 - PRESENT
ORCHESTRATED

UI design, UX research, and front-end development for enterprise SaaS product with hundreds of users and large, complex data sets. Capture, analysis, and synthesis of user insights from a variety of sources, including support tickets and analytics, to drive improvements to the product eg UI enhancements, simplifying information architecture, feature implementation. Principal maintainer of design system of React components used in product suite; refactored design system from legacy code to `storybookjs`, `styled-system`, and `styled-components`. Responsible for design system debugging, creating new components or patterns, updating and refining code, writing tests & GitHub PR reviews, and deployment to NPM. Transitioned the product's front-end UI to use new design system, cutting render times by 50% for most pages. Created documentation for design processes, including workflows for UX design research, prototyping and user testing, and capturing user feedback. Increased visibility of design work within team by documenting user flows in Miro and identifying pain points and areas of improvement. Designed new brand identity for company and built new marketing website on Webflow to strict deadlines. Responsible for company's web analytics, data analysis, and presenting relevant data to management and engineering team. Organised and ran company brown bag (lunch and learn) sessions for knowledge-sharing.

Design & Front-End Lead
JAN 2017 – JUL 2019
GIPPSTECH

Principal designer of digital products. Built and managed a team of hybrid designers/developers within a startup/agency environment. Set up design processes within the company, including living styleguides and pattern libraries. Led user research projects and client workshops. Created mockups, wireframes, prototypes, system diagrams, production assets, and information architecture for client projects. Created and implemented overall development strategy and workflow for major projects. Implemented high-fidelity mockups into site UI, including manual testing and debugging for cross-platform and device display. Wrote custom code (JS, PHP, TWIG) for core functionality in custom WordPress sites. Trained and mentored junior developers in WordPress, CSS, accessibility (both WCAG2.0+ and in-house processes), Git, and front-end development.

Digital Designer + Illustrator
2015 – 2020
LIKHAIN STUDIO

Award-winning illustration. Digital design consulting: branding, visual identity, and execution for independent publishers and creative professionals.

Design Consultant
2010 – 2014
VARIOUS CLIENTS

UI, UX, CX design and digital strategy consulting for clients including the Chief Justice of the Supreme Court of the Philippines. Advised on implementation of digitisation programs for the electronic courts initiative and consulted on digital strategy for the Supreme Court's data systems and online presence.

Skills

Design:
UX, UI, CX: User Experience + User Interface + Customer Experience Design, Information Architecture, Design Systems, WCAG 2.0 & Accessibility Standards, Rapid Prototyping, User Research, User Testing, Interaction Design, Inclusive & Ethical Design, Design Documentation and Functional Specifications

Development:
React.js, HTML5, CSS, SASS, JavaScript, Lerna, Styled System, Styled Components, Storybook, Gatsby, Handlebars, Ghost, Git, Jest, Agile Ways of Working, Bootstrap, WordPress

Tools:
Figma, Miro, Jira, Confluence, Sketch, Adobe XD, InVision, Adobe Creative Suite, Webflow, Atom, Trello, Slack, Hotjar, Segment, Google API Console, Google Analytics + Tag Manager

Selected Talks

Code://Remote Highlights
ORCHESTRATED BROWN BAG
Melbourne, 2020

Getting to know ORCS Design System
ORCHESTRATED BROWN BAG
Melbourne, 2020

Building Inclusively
ORCHESTRATED BROWN BAG
Melbourne, 2019

Design leadership & mental health
WEB DIRECTIONS DESIGN LEADERS
Melbourne, 2019

Fundamentals of Design; Design Systems; Design for Developers
GIPPSTECH WORKSHOP SERIES
Warragul, 2018

Selected Projects

ORCS Design System
JUN 2020

Client: in-house

A complete overhaul of our company's design system of React components, used internally but built to be open-source. I refactored obsolete code into functional components that worked with the latest versions of Styled System and Styled Components, and ported the system over to Storybook from Styleguidist. I incorporated accessibility tests into each component and overhauled how the typography and colour system worked. While the design system had to maintain its existing visual identity, I improved the UX for its users (primarily our developers) to allow for ease-of-use, consistency of properties and syntax, and more powerful customisation. I also worked on overall visual improvements such as increasing default contrasts for each component.

 Design system deployment on Orchestrated.io

 Github repository

Consumer Data Standards - Consent Flow
JUN 2019

Client: Data61 - CSIRO

Design research for the development of data standards for the Consumer Data Right. I led the Consent Flow team, investigating core consent pathways, accessibility, issues faced by vulnerable consumers, joint accounts, and cross-sector consent. As project lead and principal CX designer, I created the participant screener form, set guidelines for participant recruitment to match our diversity and representation targets, drew up detailed research session discussion guides, and guided the team's workflow to meet multiple deadlines over a very tight 8-week timeframe. I designed and iterated the high-fidelity prototypes tested during each session, performed ongoing research analysis, and translated user insights into design specifications. I gave weekly reports to the client and participated in cross-stream collaboration and knowledge-sharing with the other two teams. I wrote up our methodology, findings, and recommendations in the final research report which forms part of the July 2019 working draft of the Consumer Data Standards.

 Phase 2 CX Final Research Report

 Consumer Data Standards July 2019 Working Draft

SENVic Online Platform Design
NOV 2018

Client: Department of Economic Development, Jobs, Transport and Resources

The VSEN project involved research and design for an online platform to support the social enterprise ecosystem in Victoria. I led design for the project, including doing preliminary design research, front-end system design, conducting design workshops with key stakeholders, creating wireframes and other assets (and iterating on these following stakeholder feedback), and writing the detailed design specifications and high-level information architecture requirements for the platform.

Gippsland Business Connect
JUN 2018

Client: Localised & Latrobe Valley Authority

Design and development of an online platform for local businesses and social procurement in Gippsland. I was the project lead, principal designer, and principal front-end developer. We rebuilt the platform from the ground up and gave it a complete visual overhaul. I designed and implemented the platform's UI, revamped the information architecture, wrote custom code for the major site functions, and trained, mentored, and managed junior developers.

Awards

Hugo Award: Best Fan Artist
World Science Fiction Convention, 2019.

Ditmar Award: Best Artwork
Australian National Science Fiction Convention, 2019.

BSFA Award: Best Artwork
British Science Fiction Association, 2019.

Tiptree Fellowship
James Tiptree Jr. Literary Council, 2016.

Publications

Agent interactions in the minority game and the money market demand function
Proceedings of the 27th Samahang Pisika ng Pilipinas National Physics Congress, 2009.

On the feasibility of analytical approximations for the energy spectra of one-dimensional quantum systems
Co-author: JP Esguerra. Proceedings of the 24th Samahang Pisika ng Pilipinas National Physics Congress, 2006.

Perturbative solution of coupled transport equations for a fluid of two level atoms
Co-author: MR Solis. Proceedings of the 21st Samahang Pisika ng Pilipinas National Physics Congress, 2003.

Education

University of the Philippines
SCHOOL OF ECONOMICS
BS in Economics, 2008
Thesis: On physical processes in models of economic systems

Portfolio

My professional site features selected projects in UI/UX design and front-end development. It may be accessed at https://msereno.net .

 Password: `designthinking`

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