

REGINE BONDOC-RUCIO

SENIOR UX/UI & PRODUCT DESIGNER

10+ years designing for fintech, banking, and energy platforms. Specializes in conversion-focused UX, design systems, and cross-functional product delivery with Engineering, PM, and Research teams.

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www.linkedin.com/in/reginexiv/

WORK EXPERIENCE

Senior UX/UI Designer

Eisenbach Consulting, LLC

May 2025 - May 2026

- Led the end-to-end UX/UI redesign of ElectricChoice.com, a Texas electricity marketplace, transforming an outdated interface into a modern, accessible, conversion-focused experience that strengthened commercial lead generation.
- Redesigned lead form flows to reduce friction in lead submission and improve plan clarity for prospective customers.
- Translated business requirements from the Digital Director and Lead Developer into scalable, responsive, production-ready designs.
- Utilized Cursor AI to accelerate design-to-development handoff and deployment via GitHub, tightening alignment between design and engineering.
- Conducted UX research, competitive audits, and web performance evaluations to surface usability gaps, translating findings into improvements to user journey clarity and conversion potential.

Interaction Designer (Senior Assistant Manager)

Metrobank, Philippines

Dec 2024 - Apr 2025

- Designed the Error Correction, enabling tellers fix specific bill-payment transaction errors without reversing the entire transaction, reducing operational rework while preserving accountability through customer signature verification.
- Designed the Media Reconciliation experience, removing manual data entry and large dropdown searches for transaction and image linking, creating a faster, more accessible workflow for tellers and branch officers.
- Partnered with product owners, UX researchers, service designers, systems integration, and branch operations to align reconciliation and vault-balancing workflows with business goals and regulatory requirements.

Senior UI Designer

PayMongo Philippines, Inc.

Jul 2023 - Nov 2024

- Spearheaded UX/UI design for Capital, PayMongo's merchant lending product, from MVP through five major iterations, partnering with Product Managers, Engineers, Researchers, and QA as business priorities, licensing requirements, and the roadmap evolved.
- Delivered tailored loan offers, one-day disbursement, and automatic repayments through Capital MVP, replacing a manual, delay-prone financing process.
- Designed the Multiple Active Loans experience, using competitor analysis and cross-functional validation to keep an increasingly complex lending journey simple, contributing to a 25% increase in revenue.
- Led UI design for the Wallet Dashboard, structuring information hierarchy so merchants could check balances, monitor settlements and transactions, and transfer funds with confidence, achieving a 30% increase in funnel conversion after migration and targeting a 20% increase in adoption on related features.
- Drove end-to-end design execution with product, engineering, and QA, using UX metrics and post-launch data to identify and resolve product issues.
- Established a Financial Services UI Dashboard Design Guideline and led competitor analysis, standardizing UI patterns across Finserv modules and strengthening product consistency.

WORK EXPERIENCE

UI Designer

PayMongo Philippines, Inc.

Oct 2021 - Jul 2023

- Designed core product interfaces and interactive prototypes, validated through usability testing to reduce user drop-off before development handoff.
- Partnered with the Product Design team through design pairing, workshops, and cross-functional discussions with Engineers, Tech Leads, and Product Managers to refine product features.
- Maintained, scaled, and optimized the design system, incorporating user and stakeholder feedback while staying current with emerging design trends.
- Produced design documentation to support consistency and efficiency across design and engineering teams.
- Led UI design for Payouts and Disbursements MVP, a financial product enabling smooth, effortless merchant payouts and disbursements.

Web UI/UX Designer

Campaigntrack Inc.

Jun 2018 - Sep 2021

- Revamped the Publications News Desk interface to align with the company's design system, simplifying media workflow tracking and improving navigation efficiency for editorial teams.
- Led the UI design of Campaign Advance, translating business requirements into intuitive web and mobile experiences that supported seamless Pay Now and Pay Later marketing payment workflows.
- Developed scalable UI templates and reusable components from high-fidelity designs, improving design consistency and accelerating front-end implementation across projects.
- Mentored Junior UI Designers through design reviews and feedback sessions, elevating design quality, consistency, and adherence to established UI standards.
- Built interactive front-end interfaces using Lit HTML, CoApp Web Components, and native JavaScript, ensuring responsive, production-ready user experiences.
- Transitioned into a Web UX Designer role, applying user-centered design principles to simplify complex workflows and improve usability across enterprise web applications.

Web UI Designer

Intevalue Services Inc.

Jul 2017 - Jun 2018

- Designed interactive web interface, delivering visually engaging experiences across web gaming landing page platforms.
- Enhanced and optimized dealer imagery to improve visual quality, consistency, and brand presentation across digital assets.
- Translated high-fidelity PSD mockups into responsive HTML/CSS, ensuring pixel-perfect implementation and adherence to design specifications.
- Customized and maintained HTML interfaces for both desktop and mobile platforms, ensuring compliance with game requirements and a consistent cross-device user experience.

Web Designer

Londa Online Technologies

Sep 2012 - Jun 2017

- Bridged design and development by partnering with the Project Manager to define design requirements and collaborating with developers to deliver scalable, production-ready front-end interfaces from scratch.
- Produced visually engaging promotional banners, motion graphics, and LED advertisements in collaboration with international stakeholders, supporting global marketing initiatives and strengthening brand visibility.

SKILLS

Product Design • Design Systems • UX Research/Audit • Usability Testing • User Flows • Information Architecture • Competitor Analysis
• Cross-Functional Collaboration • Prototyping

TOOLS

Figma • Adobe XD • FullStory • Hotjar • Crazy Egg • Github • Bootstrap • UIKit • WordPress • Miro • Whimsical • Jira • ClickUp •
Notion • Framer • Claude • Cursor • Gemini • ChatGPT • HTML5 • CSS3 • Flexbox • Grid • SaSS • Web Components

EDUCATION

Bachelor of Technology in Information Technology

Technological University of the Philippines
Jun 2013 - Mar 2015

Bachelor of Technology in Computer Engineering Technology

Technological University of the Philippines
Jun 2009 - Mar 2012

CERTIFICATIONS

Accelerate Your Product Design Career

Maven - Jacalin Ding
Dec 2023

Introduction to Design Thinking 101

TMST Connect Educational Consultancy
Oct 2022

CHARACTER REFERENCE

Ms. Marie Reyes

Senior User Experience Designer at Security Bank Corporation
0975-902-1469

Mr. Jesie Castro

Interaction Designer at Metrobank
0905-418-2002

PROJECTS & CASE STUDIES

[Electricchoice.com](#)

Project @ Eisenbach Consulting, LLC

[Wallets](#)

Project @ PayMongo Philippines, Inc.

[Capital](#)

Project @ PayMongo Philippines, Inc.

[Disbursements](#)

Project @ PayMongo Philippines, Inc.

[News Desk \(Publication\)](#)

Project @ Campaigntrack Inc.

[Campaign Advance](#)

Project @ Campaigntrack Inc.

[Comet.ph](#)

Freelance Project

[DermCare - Client Internal System](#)

Freelance Project

[Promotexter](#)

Case Study

[Asia CEO Forum](#)

Case Study

[Peddlr Mobile App](#)

Case Study

[Peddlr - Point of Sale](#)

Case Study

[PayMongo Links](#)

Case Study