

# Rhea Tagami Soriano

SENIOR UX/ UI DESIGNER

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## PROFESSIONAL SUMMARY

More than 10 years of owning product design end-to-end across SaaS, Telecom, and mobile platforms. Ability to translate ambiguous product requirements into user-centered solutions to production-ready interfaces. Comfortable working at the intersection of design, product and engineering, with hands-on experience building design system. Progressed from Web Designer to UX over 10 years with increasing ownership of product strategy, stakeholder alignment and design leadership.

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## WORK EXPERIENCE

**UX Designer** | Telus Digital *Jun 2022 - present*

- Own the end-to-end product design process — from discovery workshops and user interviews through to shipped, high-fidelity interfaces and interactive prototypes.
- Partner with product managers and engineers to define product direction, scope features, and align on feasibility without compromising user experience.
- Built and scaled a design system for internal platforms, reducing design inconsistencies and accelerating delivery velocity across teams.
- Synthesize user research findings into actionable product insights, directly influencing roadmap prioritization.
- Present and advocate for design decisions to senior stakeholders, grounding proposals in user data and business impact.

**Senior UX Designer** | ZigZag Philippines *Jan 2018 - May 2022*

*Clients: Gengo, Lionbridge, Telus International AI*

- Drove product design for responsive web, mobile, and SaaS applications — owning the entire design process from problem framing to final handoff.
- Collaborated with PMs and engineering leads to surface core use cases, clarify requirements, and define design constraints early in the product cycle.
- Rapid-prototyped solutions in Figma for quick validation with stakeholders and engineering, reducing costly late-stage revisions.
- Conducted user research and competitive analysis to shape product strategy and validate design hypotheses before development.

**Design Planner** | Globe Telecom *Jun 2016 - Dec 2017*

- Defined design requirements and led scoping for multiple concurrent product workstreams.
- Acted as the design-side project lead, coordinating cross-functional delivery and managing designer output against product commitments.
- Mentored junior designers on design thinking, scope management, and stakeholder communication.

**UI Designer** | Globe Telecom *Oct 2015 - May 2016*

- Designed product interfaces for responsive web and mobile applications, collaborating directly with product management on visual strategy.
- Established team-wide design guidelines and standards that improved consistency across product touchpoints.

**UI Designer** | Yondu *2013 - 2015*

*Client: Globe Telecom*

- Designed product interfaces for Globe Telecom's web and mobile apps, and produced supporting collaterals for product launches and events.

**Web Designer** *2008 - 2012*

*Companies: Cloud Sherpas, Summit Media, Z-Zone Online Philippines, Rednix Online*

- Designed interface for mobile sites, web and print application forms.
- Provides web and print collaterals for marketing events.
- Created flash animations.