

WILBERT CHENG

DIGITAL PRODUCT & EXPERIENCE STRATEGIST

Quezon City, Philippines • +63 927 673 7748 • +63 969 533 8192 • chengwilbert@gmail.com • <https://wilbert-cheng-portfolio.vercel.app/>

PROFILE

Digital Product & Experience Strategist with 15+ years of experience across product discovery, UX/UI, customer experience, and cross-functional delivery. Translates business and user needs into user journeys, wireframes, prototypes, and production-ready experiences, working closely with Product, R&D, developers, and clients. Recent work focuses on AI-assisted design and workflow automation using GPT, Gemini, Codex, Figma Make, and n8n.

SKILLS

Product Discovery & Requirements • Product Design • Customer Experience • UX Strategy • UX Research • Information Architecture • Wireframing & Prototyping • Usability Testing • Design Systems • Multi-platform UX/UI • AI-Assisted Design • AI Workflow Automation • Figma / FigJam / Figma Make • GPT / Gemini / Codex • n8n • AR & Emerging Technology • Technical Feasibility • UAT • Stakeholder & Client Management • Agile / Kanban

PROFESSIONAL EXPERIENCE

Lead UX Designer | MIMS Medimarketing — Makati, Philippines

Apr 2022 – Present

- Lead UX capability for the MIMS regional team, connecting user needs, business requirements, design, and technology.
- Partner with clients and cross-functional teams to translate requirements into user flows, information architecture, wireframes, prototypes, and production-ready designs.
- Leveraged AI and automation to bridge design and development, including the Figma-to-Antigravity handoff, contributing to an estimated 30–40% reduction in project turnaround time.
- Built automation workflows connecting digital forms, n8n, Asana, CMS, and AI services (GPT, Gemini), reducing repetitive manual work from briefing through production.
- Conduct UX research, usability reviews, iterative testing, and UAT, guiding front-end development across 3 platforms: web, mobile, and desktop.
- Applied AR and emerging technologies to create new digital and event experiences, assessing feasibility with technical teams.
- Serve as UX subject-matter expert, training and coaching creative teams, stakeholders, and external clients.

UI/UX Consultant | TOA Global — Clark, Pampanga, Philippines

Sep 2021 – Mar 2022

- Delivered UI/UX wireframes and interface designs for CRM and HRIS applications, translating business requirements into usable digital workflows.
- Assessed technical feasibility with Product and R&D teams across 3 platforms: Microsoft Dynamics, Power Portals, and Blazor.
- Managed UAT and mid-course UX corrections, and presented concepts to stakeholders and C-level leaders.

Senior Creative – UI/UX & Branding | AON Australia — Clark, Pampanga, Philippines

Jul 2019 – Aug 2021

- Delivered responsive UI design and digital publishing for mobile and web across regional business units.
- Translated stakeholder requirements into UI/UX and creative solutions, and conducted usability testing before delivery.
- Supported the Manila and Australia design teams with technical guidance, design standards, and innovation initiatives.

UX/UI & Digital Designer / Branding Expert | Design Consultancy — Remote / Onsite

Jun 2009 – 2023

- Provided leadership, direction, and mentorship across product releases, platforms, and devices.
- Converted business and product problems into user stories and practical design solutions, advocating for users across design, content, business, and engineering.

Senior Usability & Interface Designer | Avaloq Philippines Operating HQ — Makati, Philippines

Jun 2018 – Mar 2019

- Designed usability, UX, and interfaces for FinTech and private banking platforms serving financial institutions across Europe.
- Streamlined the design process across banking platforms, optimizing workflow by 95%.
- Supervised and mentored designers, contributing to 2x faster design execution and delivery.
- Developed UX patterns, UI guidelines, and design system documentation, improving consistency and implementation accuracy.

- Conducted usability analysis and testing with users and stakeholders, collaborating across the Philippine and Zurich teams.

Senior UI/UX Designer | ERNI Development Center — Mandaluyong, Philippines

Aug 2013 – Jan 2018

- Introduced and established the UI/UX design process in the local office, supporting local and international product teams.
- Designed mobile and desktop applications, enterprise systems, websites, and digital marketing experiences, from personas and user journeys to prototypes.
- Developed design processes, tooling, guidelines, and standards for web and mobile products.
- Acted as UX Ambassador for the Philippines and coached designers across projects.

E-Commerce & Marketing Designer | Brady Corporation — Mandaluyong, Philippines

Aug 2012 – Aug 2013

- Contributed to the e-commerce site relaunch, helping optimize the platform and contributing to a 50% increase in site sales.
- Managed and maintained Magento e-commerce and corporate websites, ensuring brand consistency and usability.
- Created digital and email campaigns for multiple brands and product lines.

Online & Web Animation Designer | Affinity Express — Quezon City, Philippines

Jun 2010 – Aug 2012

- Created dynamic and static digital advertising, web animations, and interactive ads for major US online newspaper companies.
- Developed WordPress websites, mobile sites, microsites, and campaign landing pages.

Prepress & Graphic Designer | Velprint Philippines — Quezon City, Philippines

Jan 2008 – Jun 2010

- Produced print-ready layouts and artwork for 3 Summit Media magazine titles: Good Housekeeping, Top Gear, and K-Zone.
- Performed image retouching, color preparation, and prepress checks to resolve technical issues before printing.

EDUCATION & TRAINING

EDUCATION

Bachelor of Science in Computer Science

AMA Computer University — Quezon City, Philippines

Information Technology (Multimedia)

TAFE South Australia — Adelaide City Campus, Australia

TRAINING & CERTIFICATION

Introduction to Design Thinking Workshop

On-Off Group — Legaspi Village, Makati City, Philippines

IT Project Management

University of the Philippines ITDC — Diliman Campus, Philippines

ERNI Curriculum — Senior Communication Training

Swiss Engineering Institute — ERNI Office, Bratislava, Slovakia
