

# Joshua Baldonado

UI/UX Designer

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## Work Experience

### UI/UX Designer - Contractor

Defiant Digital

July 2025 - Present

- Design and optimize conversion-focused UI/UX for e-commerce websites, landing pages, and digital products.
- Create wireframes, user flows, and high-fidelity designs for key journeys (homepage, product pages, cart, checkout).
- Design responsive, mobile-first experiences.

### UI/UX Designer

Inchcape Digital

April 2023 - May 2025

- Enhanced user experiences for PartsLane, a B2B e-commerce platform for Subaru, Toyota, and Volkswagen automotive parts.
- Led the design and implementation of the Electronic Parts Catalog on the website, resulting in improved part search efficiency. [Link to case study](#)
- Contributed to the refinement and organization of the platform's design system, enhancing interface consistency.
- Led the implementation of mobile responsiveness across the entire website, resulting in enhanced usability and improved performance on mobile devices.
- Created a user experience for a CSV feature, enabling users to add items to the cart in bulk, which improved efficiency for large orders.
- Developed a prototype of the product, handling both UX design and front-end development, which is used by potential clients to test and experience the website.

### Web Designer/Front End Developer

PurpleCow Digital Marketing

June 2020 - February 2023

#### Full-time remote work

- Designed and developed WordPress websites for Australian SMBs.
- Provided ongoing website maintenance and support, ensuring security, performance optimization, and timely updates for live WordPress sites.

### Associate III - Web Development

Ingram Micro

April 2019 - March 2020

- Designed and built email newsletters for Ingram Micro global services clients.
- Responsible for doing various web-based tasks such as HTML/CSS edits and building landing pages.

### Senior Web Designer

Personiv

June 2017 - February 2019

- Created a huge number of marketing websites using Camilyo and the WordPress platform.
- Created eCommerce websites with WordPress and WooCommerce tools built with Elementor plugin.
- Managed ongoing maintenance for multiple client websites, addressing issues related to performance, security, and updates, as well as troubleshooting and implementing improvements.

## Skills

### Design

UI Design

UX Design

Visual Design

Web Design

#### TOOLS

Figma

Canva

Adobe Creative Suite

Webflow

Elementor

### Development

HTML

CSS

JavaScript

WordPress

#### TOOLS

VS Code

GitHub

React JS

Next JS

Tailwind CSS

Bootstrap

shadcn/ui

Astro JS

## Education

### Pamantasan Ng Cabuyao

Associate In Computer Technology

Major In Computer Programming