

# Gene Adrian Capote

Cebu, Consolacion, Casili | 0922 368 4189 | [capotegene57@gmail.com](mailto:capotegene57@gmail.com)

Portfolio Website: <https://genecreates.cebutads.com/>

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## Professional Summary

UI/UX Designer focused on creating clean, user-centered interfaces for web and mobile applications. Skilled in using Figma to design intuitive layouts, improve user flow, and enhance overall user experience. Experienced in working with local and international clients, delivering modern, visually consistent designs.

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## Key Skills

**UI/UX Design** - Wireframing & Prototyping, User Flows & Information Architecture, Visual Hierarchy & Layout Design, Responsive Web & Mobile Design

**Tools** - Figma (Auto Layout, Components, Prototyping), Canva & Affinity Designer, Visual Studio Code, Capcut

**Design & Content** - Graphic Design for Social Media, Basic Video Editing (CapCut and Canva)

**Web Development (Basic)** - Laravel (Basic understanding), HTML/CSS, Wordpress

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## Professional Experience

### Dinnox IT Solutions - UI/UX Designer | Graphic Designer | Video Editor

- Designed user interfaces for web-based projects, focusing on clean layouts and improved user experience
- Created wireframes and high-fidelity designs using Figma
- Collaborated with developers to ensure accurate implementation of designs
- Maintained consistency by following design systems and UI standards
- Assisted and mentored UI/UX interns, guiding design practices

Website: [www.dinnoxit.com](http://www.dinnoxit.com)

### CebuTADS - Co-Founder | UI/UX Designer | Web Developer

- Designed and developed a complete booking website from scratch
- Created user flows, wireframes, and interactive prototypes to improve usability
- Managed website performance, updates, and overall user experience
- Led branding, social media design, and digital content strategy

- Combined UI/UX design and development to deliver a functional and user-friendly platform

Website: [www.cebutads.com](http://www.cebutads.com)

### **CoBabble - UI/UX Designer | Logo Designer**

- Led the rebranding of the platform, redesigning the logo and overall visual identity
- Designed a modern mobile app interface focused on clarity, usability, and visual consistency
- Created multiple UI design directions and iterated based on client feedback
- Improved layout structure and user flow to better align with business goals

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## **Projects**

### **CebuTads Website - Web Development | UI/UX Design**

Developed the CebuTADS website, a tour business platform, handling web development, UI/UX design, and quality assurance testing. Ensured content accuracy, usability, and compliance with quality standards through regular testing and reviews.

Scope of Work:

- Designed and prototyped user interfaces in Figma, focusing on usability and seamless user flows
- Developed responsive front-end pages for a smooth and accessible booking experience
- Created digital content and visuals to support branding and online presence

Tools: Figma, Canva, Visual Studio Code, Laravel (PHP), CapCut, Affinity

### **Dinnox IT Solutions Web Design - UI/UX Design**

Collaborated as part of the UI/UX design team for the Dinnox IT Solutions website, contributing to the design of selected pages and interface components.

- Designed and refined UI layouts to improve visual consistency and overall user experience
- Created wireframes and components in Figma aligned with a clean and professional design system
- Enhanced page structure and content hierarchy for better readability and usability
- Collaborated with developers to ensure accurate implementation of design elements

Tools: Figma, Canva

### **CoBabble – UI/UX Design | Branding**

Redesigned the company's logo and led the rebranding of CoBabble, contributing to a more modern and cohesive brand identity. Currently designing the UI for the mobile application.

- Redesigned logo and visual identity to reflect a clean and modern brand image
- Developed branding elements and design guidelines for consistency across platforms
- Designed mobile app UI screens in Figma, focusing on usability and intuitive user flows
- Created layouts and components aligned with a scalable design system

Tools: Figma

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## Sample Projects Links

Portfolio Website: <https://genecreates.cebutads.com/>

UI/UX Design

<https://www.figma.com/design/mVDUSJ3EEA00OXdtlihUOC/Sample-Works?node-id=0-1&t=kD6bYFwnqE4NvEMS-1>

Graphic Design and Video Contents

[https://drive.google.com/drive/folders/1rGKv3W8RbjsbOn\\_03KY6hjTqXmzLo71r?usp=sharing](https://drive.google.com/drive/folders/1rGKv3W8RbjsbOn_03KY6hjTqXmzLo71r?usp=sharing)

Website Development and Design: [www.cebutads.com](http://www.cebutads.com)

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## Education

**University:** University of Cebu, Lapu-Lapu, and Mandaue

**Bachelor:** Bachelor of Science in Information and Technology

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## Reference

**John Khin Mascardo**  
Senior UI/UX Designer  
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