

AARON CABRERA

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PROFESSIONAL SUMMARY

AI-Native UX Leader and Systems Designer with 8+ years of experience bridging Design Ops, software engineering, and AI automation. Backed by a BS in Information Technology and a web development background, I specialize in building token governance systems (.design.md, Paper MCP, Cursor), enterprise workflow software, and high-traffic consumer platforms serving millions worldwide.

CORE COMPETENCIES

AI & Systems Architecture: .design.md Specifications, Agentic Audit Workflows, Token Governance, Paper MCP Visual Sandboxing, Cursor Code Automation.

Design Operations & UX: Enterprise Design Systems, Information Architecture, Usability Testing, Workflow Refinement, Multi-Role Software Optimization.

Technical Foundation: HTML5, CSS3, JavaScript, PHP, MySQL, React, Tailwind CSS, Storybook, Zeroheight, Git CI/CD.

WORK EXPERIENCE

Senior UX/UI Designer — Partners Group

March 2026 – Present | Taguig, Philippines

- Spearhead end-to-end UX/UI architecture for complex internal enterprise software, streamlining dense financial data and multi-role operational workflows into intuitive digital interfaces.
- Collaborate directly with domain experts, product managers, and engineering squads to reduce cognitive load and eliminate operational friction across core internal tools.

Management Consultant — Accenture Song

November 2025 – March 2026 | Taguig, Philippines

- Led end-to-end UX and interaction design initiatives in cross-functional squads partnering with strategy, technology, and data teams.
- Conducted UX evaluations and usability testing across web and mobile platforms to ground product decisions in user feedback and data insights.

Usability and Design Manager — Cebu Pacific Air, Inc.

September 2022 – October 2025 | Pasay, Philippines

- Spearheaded UX/UI design and design infrastructure for high-traffic web, mobile apps, and chatbot platforms serving millions of passengers globally.
- Established unified token governance and Design Ops connecting Figma libraries to Storybook and Zeroheight, reducing design debt and developer friction.
- Increased overall user satisfaction by 15% and boosted booking conversion rates by 3% through data-driven usability testing and funnel optimization.

UI/UX Lead — Makatisoft, Inc.

November 2018 – August 2022 | Taguig, Philippines

- Owned end-to-end design direction and visual quality across crypto wallet (Swapoo)
- Architected complete user flows, wireframes, and production UI for complex onboarding, financial transactions, and content discovery systems.

Web Designer & Developer — Strategic Marketing & Exhibitions

August 2015 – November 2018 | Dubai, UAE

- Served as sole web designer and front-end developer building full-stack event websites for government and corporate exhibitions using HTML5, CSS, JS, PHP, and MySQL.

EDUCATION

Bachelor of Science in Information Technology — Jose Rizal University, Mandaluyong, Philippines

2011 – 2015

TOOLS & PLATFORMS

Design & Prototyping: Figma, Paper.design, Adobe Creative Suite, Miro, FigJam, Hotjar

System & Dev Tools: Storybook, Zeroheight, Cursor, .design.md, Git, VS Code, Jira, Azure DevOps