

# Venice Rempillo

## DESIGN LEAD / DESIGNER

Over the past 16 years, I've built extensive experience in developing brands, designing websites, and creating user interfaces for web and mobile apps. With a strong attention to detail and a drive to push boundaries, I focus on crafting meaningful experiences that make a difference and leave a lasting impact.

## WORK EXPERIENCE

### UI/UX Lead Designer

ChoosingTherapy | Feb 2025 – Present

- Lead the end-to-end design process from discovery to implementation, developing wireframes, prototypes, and high-fidelity designs for web and mobile platforms.
- Oversee project timelines and deliverables, ensuring efficient design implementation through close collaboration with developers.
- Conduct user research, usability testing, and leverage behavioral analytics to refine designs
- Develop brand identity and creative strategies collaborating with editors, SEO team members, and editorial assistants to ensure cohesive execution.

### UI Product Designer

aanmelder.nl | Oct 2022 – Feb 2025

- Develop and maintain a design system and ensure the components and patterns are cohesive across all products
- Translate research insights into user flows, sitemaps, wireframes, and prototypes to clearly communicate design concepts.
- Create low, mid, and high-fidelity prototypes, participating in user testing to validate assumptions and hypotheses.
- Support the ongoing UX research projects and help identify user needs, goals, behaviour, and pain points

### Freelance Designer (Web/UI/UX)

Aug 2021 – Oct 2022

- Create user flows, wireframes, prototypes, and user interface designs for websites, landing pages, and digital marketing materials.
- Design brand identities for startup businesses, including logos, color palettes, typography, and brand guidelines.

### Creative Director / Design Lead

Taroko | Jun 2018 – Jun 2021

- Lead the entire design process from concept to development, ensuring consistent and high-quality product delivery.
- Mentor designers to strengthen their design thinking, support their growth, and foster a team culture rooted in care, empathy, and respect.
- Establish UX design standards and collaborate with cross-functional teams and stakeholders to uphold and grow a strong design culture.

## CONTACT

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📍 Vancouver, BC

## EXPERTISE

Creative Direction

Design Management

Design Mentorship

Design Leadership

User Interface Design

User Experience Design

Web Design

Brand Identity

Visual Design

Print Production

## TOOLS

Figma

Adobe XD

Zeroheight

Github

Adobe Photoshop

Adobe Illustrator

Sketch

Zeplin

InVision

Balsamiq

Principle

Trello

Jira

Slack

Canva

Condens



## WORK EXPERIENCE

### Senior UI/UX Designer

Taroko | Dec 2016 – Jun 2018

- Design fluid and engaging user interfaces for websites and web apps, ensuring a seamless user experience.
- Collaborate on defining strategy, objectives, and vision using a human-centered approach aligned with UX best practices.
- Generate A/B test ideas to validate design solutions and support the engineering team throughout implementation and QA processes.

### Design Team Director/ Design Manager

Studio1 Design | Sep 2014 – Dec 2016

- Manage project workflows and provide design direction to maintain the highest quality standards.
- Delegate design tasks based on client requirements and feedback, while developing tailored strategies for each project and evaluating deliverables.
- Coordinate with clients on estimating and scheduling to ensure alignment with project goals and vision.

### Senior Web Designer

Verz Design | Feb 2012 – Jul 2014

- Mentor junior designers and support their skill development while designing various responsive websites, including Corporate, Creative, Custom, and Ecommerce categories.
- Create print and digital marketing materials such as brochures, flyers, brand identities, and social media graphics.

### Web Graphic Designer

iGen Technologies | Mar 2011 – Feb 2012

- Design web page layouts and templates, providing assets like banners, icons, and buttons, and create user interfaces for web, mobile, tablet, and MX devices.

### Layout Artist / Graphic Designer

iMag Photography Magazine | Jan 2010 – Feb 2011

- Design all visual elements of the magazine, including layouts, typography, colors, and the advertising section, while also supervising the proofreading process to ensure accuracy before print production.

### Graphic Designer

Columbia International Food Products Inc | Jun 2009 – Dec 2009

- Design various product materials (posters, flyers, brochures, catalogs, newsletters, billboards, signage, taxi stickers, etc.) and contribute insights on visual merchandising.

## EDUCATION

### Bachelor of Fine Arts Major in Advertising

University of Santo Tomas | Jun 2005 – Mar 2009

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