

# Venice Rempillo

DESIGN LEAD / DESIGNER

With 16 years in brand, web, and product design, I create user-centered experiences that solve real problems and drive impact. I combine strategic thinking, design leadership, and attention to detail to craft products that resonate with users and deliver results.

## WORK EXPERIENCE

### Lead UI/UX 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 platforms and mobile app.
- 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.

### 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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## EXPERTISE

Design Leadership & Mentorship  
Product Design Strategy  
Cross-functional Collaboration  
User Experience Design (Web & Mobile)  
Design Systems & Component Libraries  
Accessibility & Inclusive Design  
Prototyping & Usability Testing  
User Interface Design & Interaction Design  
Creative Direction  
Web & Landing Page Design  
Visual & Brand Design

## TOOLS

Figma  
Zeroheight  
Jira  
Slack  
Notion  
Adobe Creative Suite  
Canva  
Condens

## WORK EXPERIENCE

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### 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

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### Bachelor of Fine Arts Major in Advertising

University of Santo Tomas | Jun 2005 – Mar 2009

## CONTACT

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## EXPERTISE

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Product Design Strategy

Cross-functional Collaboration

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(Web & Mobile)

Design Systems  
& Component Libraries

Accessibility & Inclusive Design

Prototyping & Usability Testing

User Interface Design  
& Interaction Design

Creative Direction

Web & Landing Page Design

Visual & Brand Design

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