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Phil Martin Balagtas

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PROCESS

Design Facilitation & Strategy
User-Centered Design Research
Hi & Lo Fidelity Prototyping
Design Synthesis Methodologies
Task Flows and Wireframing
Usability Testing (Lab/Field)
Agile Software Development

TOOLS

Sketch
Adobe Creative Suite
Final Cut
After Effects
Omnigraffle
Visio
Framemaker

EXTRACURRICULAR

Mentor @ Growth Academy
Founder, Speculative Futures
Founder, PRIMER Conference
International Public Speaker

EXPERIENCE

Experience Design Director

McKinsey & Company (McKinsey Digital Labs) (2017 - present)

<https://www.mckinsey.com/business-functions/digital-mckinsey/how-we-help-clients>
Leading and contributing to strategy and design teams across various industries including retail, financial institutions, consumer goods, and digital transformations.

Designer and Global Design Director

GE Aviation Digital, San Ramon, CA (2015 - 2017)

www.geaviation.com/digital

Led and directed global design team. Built and developed design organization and capabilities for aviation business, helped drive business/product/UX strategy for new applications and consultancy services to develop software for airline operations.

Lead Interaction Designer

GE Global Research, San Ramon, CA (2013 - 2015)

www.gesoftware.com

Conducted Design Research and facilitated workshops to obtain requirements for Industrial Internet applications. Produced concept designs, wireframes, and production-ready assets for development. Worked with various GE business such as Aviation, Energy, and Analytics Platforms.

Senior Interaction Designer

Mindjet, San Francisco, CA (2012)

www.mindjet.com

Responsible for all UX on Mindjet Tasks mobile app and Tasks features on all platforms (cloud, Windows desktop, iPhone, iPad). Worked closely with web team to optimize and redesign commerce sections of website. Conducted heuristic evaluations and participated in user research studies for product development.

Senior User Experience Designer

Bridge Design, San Francisco, CA (2011)

www.bridgedesign.com

Responsible for interaction and visual design of user interfaces for medical and bio-tech devices. Conducted design research and usability studies for development of products such as diabetic blood glucose meters.

Art Director (User Experience Design)

Zoomsystems, San Francisco, CA (2007 - 2011)

www.zoomsystems.com

Managed design and development of GUIs for branded ZoomShops (clients included Apple, Sony, Motorola, Best Buy, Rosetta Stone, Sephora). Created and developed visual designs of user interfaces, front-end support (HTML, CSS), Flash modules, video content, animations, and eCenter network support application. Responsible for maintaining ZoomSystems visual identity across brands, visual and interaction design standards, usability studies, field research, and designing and developing new features to enhance the customer experience.

EDUCATION

MFA Design - concentration in Interaction Design

California College of the Arts, San Francisco, CA

BA Visual Arts - concentration in Graphic Design

University of Maryland Baltimore County, Baltimore, MD

ADDITIONAL EXPERIENCE AND REFERENCES AVAILABLE UPON REQUEST