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Phil Martin Balagtas

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PROCESS

Design leadership & culture building
Sprint/workshop Design & Facilitation
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
Visio

EXTRACURRICULAR

Mentor @ Growth Academy
Founder, The Design Futures
Initiative nonprofit in SF

EXPERIENCE

Experience Design Director
McKinsey & Company (McKinsey Digital Labs) (2017 - present)
Leading design teams to create digital products across a variety of sectors (oil & gas, aviation, banking, utility, retail) Facilitating & transforming organizations research, design and delivery models.

Designer and Global Design Directo
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