Froilan Fabro

Product / UI / UX Designer

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Experience

Graphic Designer - First Aid Comics, Chicago, IL, USA

July 2019 - October 2022, January 2023 - Present (Remote)

- Delivered and illustrated visual design displays in-store and online, to improve in-person and website traffic, through A/B testings
- Collaborated closely with the marketing team to conceptualize and create captivating advertisements, resulting in a 3% boost in social media platforms

Product Designer - Jonathan Richter Guitar, LLC, Atlanta, GA, USA

October 2023 - November 2023 (Remote)

- Designed content for a music education program to improve website traffic and SEO visibility
- Conducted competitive analysis to understand global competition in the field of classical guitar pedagogy

Projects

EnSync: A Polytuner Guitar App - Interaction Design Foundation Bootcamp

December 2020

- Designed a mobile iOS app for a capstone project that allows guitar users to tune their instruments accurately by approaching all the strings simultaneously.
- Collaborated with a senior designer to conduct competitive analysis, persona hypothesis, and usability testings, and developed low to hi-fi wireframes and prototypes.

Rondalya Ilokana: Constructing Rondalla Pedagogical Practices for an Ilokano Identity in Santa Lucia and Vigan City, Ilocos Sur, Philippines - University of Hawai'i at Mānoa (UHM) - Master's Thesis

December 2014

- Researched library archives to develop potential case studies in preparation for field study.
- Conducted user research methodologies in the field, resulting in gathering of musical recordings practiced by selected socio-cultural groups. This allowed participants to develop rapport with groups outside of theirs as well as bring agency to their musical practices globally.
- Synthesized and analyzed user research data into a Master's thesis.

Education

Master of Arts, Music (Ethnomusicology) - UHM

2014

Bachelor of Music, Classical Guitar Performance - UHM

2010

Skills

Design

Branding,
Concept sketches,
Design systems,
Experience mapping,
Mockups,
Prototyping,
UX strategy,
User flows,
Wireframes

Research

A/B Testing,
Competitor analysis,
Ethnographic research,
Persona hypothesis,
SCAMPER Method,
User interviews,
Usability testings

Tools

Design

Adobe Express,
Indesign, Illustrator,
Photoshop, XD, Figma,
Sibelius

Research

Google Optimize

Product / Project Managment

Discord, Miro, Slack,
Trello, Zoom