Mat Mervin Salazar

Lead / Senior Product Designer | UI/UX designer

City of Naga, Cebu, Philippines · Remote, open to relocating | +63 908 722 8061 | matmsalazar@gmail.com | msxdsgn.com/product | linkedin.com/in/matsalazar-productdesign

SUMMARY

Lead product designer and UI/UX designer with 13 years of experience, including 10 years as a founding designer, doing both product design and hands-on UI/UX craft. Works with PMs and engineers to turn complex, data-heavy requirements into a shipped v1, with interactive prototypes over static mockups. Built design systems from zero at four companies; the latest is a versioned design-token package governing every screen across 2 products on a US real-estate closing platform. Designed mass-market, mobile-first B2B and B2C products, including both apps of a ride-hailing marketplace.

EXPERIENCE

UI/UX Designer, Design Systems | Schedule Ventures Inc.

Jan 2024 – Sep 2026

Remote (Cebu, Philippines) · employed through EMAPTA Inc. for a US team

- Built a design-token package governing every screen across 2 products, replacing per-team CSS and forked components: 65 components and 448 tokens.
- Shipped and contributed production frontend code for minor and major features managed in Jira through Agile sprints: 461 merged pull requests.
- Restructured the design system for AI coding tools, replacing written-spec handoff with Claude Code and Figma MCP tooling so engineers generate token-compliant UI from the design source on the first pass.
- Audited the component package against the prototype library: 57 shared components reviewed, 13 rebuilt, 442 icons ported.
- Turned product specs and business logic into user flows, flowcharts and wireframes that engineering builds from.

Founding Designer | Zoog Technologies, Inc.

May 2013 – Dec 2023

Cebu, Philippines · full-time

- Led end-to-end product design across core web and mobile applications for Zoog and partner ecosystems, architecting scalable UI design systems and delivering launch-ready MVPs for Gomigu and MiCab
- Built the core Zoog design system that was used as the baseline for new projects
- Set one vocabulary for design and implementation: the same terms in the design file, the ticket and the code.
- Designed the company identity system used across social, merchandise and brand documents.

UI/UX and Product Designer | Gomigu Inc.

Mar 2018 – Feb 2022

Cebu, Philippines · partnership through Zoog Technologies

- Introduced prototype usability testing that caught user flow problems before release.
- Built the design system from scratch and replaced design handoff with code-generation and documentation tools.
- Designed the identity system and brand asset library.

UI/UX and Product Designer | Micab

Jun 2016 – Nov 2018

Cebu, Philippines · partnership through Zoog Technologies

- Redesigned both mobile apps (driver and passenger) of a live ride-hailing marketplace on one shared design system.
- Built the company's first design system.
- Designed MiCargo, a B2B logistics product forked from the ride-hailing platform.

UI/UX Designer | Metron Innovation Group

May 2017 – Nov 2017

Philippines · part-time, contracted through Zoog Technologies

- Designed the overall flow, UI and interactions for the company's wearable product.
- Helped design improvements to the existing iOS app.

SKILLS

- **Product design:** End-to-end product design, User flows, Wireframing, Prototyping, Usability testing, Interaction design, Information architecture, High-fidelity UI, UI specs, Technical spec analysis, Motion design
- **Design systems:** Design tokens, Component libraries, Theming, Versioned package releases, Component documentation, Design-to-code handoff, Governance, Consistency across web and mobile
- **Accessibility:** WCAG 2.x AA, Color contrast, Keyboard and focus states, Screen-reader labels
- **AI-assisted design and development:** Claude Code, Codex, Figma MCP, Agent-assisted frontend, Preparing design systems for AI tools, AI-assisted motion design
- **Frontend:** HTML, CSS, JavaScript, React, MUI, Tailwind CSS
- **Tools:** Figma, Figma Make, Figma Motion, Jira, VS Code, Adobe Illustrator, Adobe Photoshop, Rive
- **Ways of working:** Agile sprints in Jira with PMs and engineers

EDUCATION

Bachelor of Science in Computer Engineering | University of San Carlos

2013

LANGUAGES

- English (professional working proficiency)
- Filipino/Tagalog (native)