Mat Mervin Salazar

Lead / Senior UIUX Designer, Design Systems

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

SUMMARY

UI/UX designer focused on design systems, with 13 years of experience, including 10 years as a founding designer and nearly 3 years as Lead UI/UX Designer, Design Systems. Built design systems from zero at four companies; the latest is a versioned design-token package (65 components, 448 tokens) governing every screen across 2 products on a US real-estate closing platform. Turns specs and business logic into live prototypes, then ships the frontend as the designer on each feature, and prepares design systems for AI coding tools so engineers produce token-compliant UI on the first pass.

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

- **Design systems:** Design tokens, Component libraries, Theming, Versioned package releases, Component documentation, Design-to-code handoff, Governance, Consistency across web and mobile
- **AI-assisted design and development:** Claude Code, Codex, Figma MCP, Agent-assisted frontend, Preparing design systems for AI tools, AI-assisted motion design
- **Accessibility:** WCAG 2.x AA, Color contrast, Keyboard and focus states, Screen-reader labels
- **Frontend:** HTML, CSS, JavaScript, React, MUI, Tailwind CSS
- **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
- **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)