BISHAP LAGASCA

Product Designer

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education

University of Baguio
June 2002 - May 2007
Baguio, Philippines

Bachelors Degree in Architecture
Developed skills in Architectural design and drafting with studies on architectural design theories and project management.

Harper College
January 2014 - December 2015
Palatine, IL.

Web Development and Design

Performed exercises in coding accessible and delightful websites using HTML and CSS. Learned to identify, describe and apply best practices in visual and interface design while evaluating for accessibility compliance, and usability.

skills

User-Centered Design
Product Design
Interaction Design
Interface Design
Wireframing
User/Task Flow Mapping
UX Research
Prototyping & Usability Testing
Information Architecture
HTML/CSS (Basic)
Architectural Drafting and Design

tools

Sketch, Axure RP, Figma,
Adobe Illustrator, Photoshop,
Adobe XD, Lightroom, InDesign,
Invision, AutoCad, Concepts,
Keynote, Principle, Zeplin,
Sympli, Miro, Trello

work experience

Humana Inc.
September 2018 -Present
Chicago, IL.

Senior Interaction Designer

A Senior Interaction Designer and UX Design Lead with the Humana UX team, I lead design initiatives that enhance the customer experience through continuous improvement of the member-facing MyHumana and Humana Pharmacy digital touchpoints. Collaborate with business partners, product owners, and product managers to translate business requirements and user needs into intuitive and accessible designs. Partnering with our UX Researcher, we perform usability tests to validate conceptual models that will mature into new initiatives, informing product strategies and new feature enhancements. As the organization embraces the Agile methodology and the digital product undergoes platform migration, I participate in PI planning and partner with the development team to ensure our commitment to set timelines and roadmaps. As a team member, I actively explore ways to improve our work process that significantly enhance our team's efficiency and effectiveness when delivering project requirements and assets.

UnitedHealth Group (Brooksource, LLC.)
March 2018 - August 2018
Chicago, IL.

Sr. User Experience Designer

As a UX Designer and a member of the Digital Solutions Group—Experience Design Team, our goal is to enhance existing digital products in the OptumRx portfolio and reimagine the mobile experience for BriovaRx. I applied a user-centered approach to defining sitemaps, task flows, and interaction models to surfacing new opportunities in the process. Iterated and delivered wireframes, mockups, and prototypes to the team for review and feedback and validated solutions through Usability Testings. I collaborated with business partners, SME's, product owners, and developers to establish a baseline experience that supports the MVP.

Discover Financial Services
October 2016 - March 2018
Riverwoods, IL.

UX/UI Designer

An advocate of user-centered design, helping align the business goals with the customer needs. Led brainstorming and ideation activities with key stakeholders, employing the design thinking methodology in a collaborative environment to produce design solutions for testing. Delivered task flows, wireframes, prototypes, and comps, significantly improving the outcome while reducing the time and effort required to complete a project. I support my team to deliver and deploy a compelling digital experience through reviews, employing proven design principles, and heuristic evaluations. As an eager collaborator and promoter of a simplified work process, I spearheaded an improved method to ease the handoff process between designers and developers. Pushing for an overall style guide refresh, I partnered with our lead visual designer and front-end developer to launch the Discover Design System, where we revisited and introduced old and new UI components.

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