Mark Christian Paynaganan

Product Designer · UX Strategy & Systems

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Profile

Product designer with a track record of owning 0-to-1 builds end-to-end — from user research and UX strategy to UI systems and launch. In under three years of focused design work, delivered measurable results across healthcare, maritime, and service platforms: 70% user retention in 90 days, 96% shift fulfillment improvement, and a 42-point revenue lift post-launch. Strong at diagnosing complex workflow problems, building scalable systems, and making data-informed decisions without needing a playbook handed to them.

Experience

Executive Partner & Product Designer | Athena · Jun 2025 – Present

- Built and shipped a revenue-generating booking platform from zero — owning user research, brand design, flow mapping, and UI execution solo.
- Increased platform revenue from 30% to 72% post-launch by optimizing the user journey, simplifying interaction paths, and clarifying service presentation.
- Managed high-volume communication systems and produced legal documentation that cut property processing delays by 40%.

Independent Product Design Lead | Fourge Studio (Freelance) · Oct 2025 – Jan 2026

- Directed concept, UX architecture, and UI systems for multiple client homepage builds — establishing the design foundation for full website expansions.
- Defined interaction patterns and conversion strategy per client, improving engagement across early-stage product iterations.
- Backed every design decision with user behavior analysis and conversion heuristics, directly supporting client acquisition outcomes.

Solo Lead Designer — Mobile Product | 42 Planets, Inc. (Freelance) · Jan 2025 – Apr 2025

- Designed a maritime mobile app from zero — owning all research, branding, UX architecture, UI systems, and prototype validation with no design team.
- Achieved 70% user retention in the first 90 days; scaled to 3,000+ active users through intuitive flow design and problem-focused features.
- Unified three core use cases (crew matchmaking, boat listings, parts marketplace) into a single coherent experience, increasing DAUs by 55%.
- Conducted primary research with active seafarers — findings shaped 85% of the MVP feature set before a single screen was built.

UX/UI Designer | True Blue Solutions PH · Feb 2023 – Dec 2024

- Designed a multi-platform staffing ecosystem — two admin dashboards and a mobile app — used daily by hospitals, nurses, and external staffing agencies.
- Improved shift fulfillment by 96% and reduced no-shows by 68% by redesigning scheduling flows and introducing automated reminder systems.
- Led UX research across three distinct user groups; identified workflow gaps that tripled operational efficiency and cut scheduling conflicts by 70%.
- Contributed to a 30% revenue lift through scalable coordination features enabling hospitals to access external workforce capacity during shortages.

Earlier Career

Before transitioning into design, built a foundation in high-accountability environments:

- Customer Support, Asia Premier One Source (2020–2021) — Maintained 95%+ examiner satisfaction across 500+ proctored IELTS exams with zero protocol failures.
- Philippine Air Force, Enlisted Personnel (2017–2020) — Maintained mission-critical AV/comms systems; led inter-agency coordination for disaster response programs.

Recognition

2nd Runner Up — Design Drift: Ultimate Web Design Competition 2025
Philippine Trade Training Center, Pasay City

Education

BS Information Technology — University of Batangas
2012 – 2016

Web Developer Program — Zuitt Learning Institute
2022 – 2023

Skills and Tools

UX Strategy · Product Thinking · User Research · Interaction Design · UI Systems · Wireframing · Prototyping · Usability Testing · Figma · Responsive Design · Design Systems · Cross-Functional Collaboration · Behavioral Psychology