

Felipe Abrigo

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818.744.4073 Vista, CA 92081

Designed and developed core business logic for flagship marketplace platform including market research, ideation, prototyping, production, and GenAI implementation:

EXPERIENCE

Lead UI/UX/Product Designer

BuzzAhh.com - Vista, CA (2024 - Present)

Designed and developed core business logic for flagship merchant and marketplace platform including market research, ideation, prototyping, production, and GenAI implementation:

- Planned, designed, and developed core business logic, systems for merchant platform
- Designed wireframes to prototypes for demos and presentations
- Collaborated with engineers on back-end payment system projects and deliverables
- Implement new features and functional based on data insights, analytics, and current reports
- Designed presentations and reports on newest metric results and insights for the stakeholders

Lead UI/UX Designer/Manager

Buffini & Company - Carlsbad, CA (2015 -

2020) Owned design systems and analytics tools for real estate coaching platform, with cross-functional leadership:

- Led end-to-end UX/UI design for e-commerce platform, specializing in financial workflows (payment systems, reporting).
- Designed data visualization dashboards for merchants to track sales, taxes, and revenue—improving clarity by 40%.
- Collaborated with engineers and product managers to implement GenAI-powered financial insights (e.g., automated tax suggestions).
- Conducted user research with small-business owners to identify pain points in financial management.

- Designed interactive prototypes (Figma/Adobe XD) for data-heavy interfaces (e.g., client ROI calculators).
- Improved conversion rates by 100% via A/B testing and tracking systems—aligned with merchant analytics needs.
- Partnered with marketing and operations teams to streamline financial reporting for franchise partners.

KEY SKILLS

Digital Product Design
Merchant Design
Digital/Web Design
UI Mockups/Prototypes
GenAI/UI Design/Dev
Mobile Optimization
A/B Split Testing
UX Audit Report
Web Analytics/Reports
Performance Tracking
Design Op/System Digital
Marketing Conversion
Optimization SEO/SEM

DESIGN TOOLS

Figma
Adobe XD
CSS/CSS3 Bootstrap
Foundation CSS Kit
Adobe Creative Suite
WordPress/Elementor

DEVELOPMENT TOOLS

Anthropic/Claude API
ChatGPT AI/API
Make/Zapier (API)
Javascript
HTML/HTML5
PHP/MySQL
React/Next JS
Gatsby
Visual Studio Code
Github
Google Analytics
Tag Manager
Looker Data Studio

UI/UX Designer/Developer

LPL Financial - San Diego, CA (1/2012 - 7/2012)

Designed UI layout, concepts, demos, prototypes, wireframes and HTML/CSS markups:

- Assisted in redesigning company's UI design for company's main framework
- Maintained design prototypes and raw layouts
- Worked with senior software developers on user-interface wire-frames, revisions and specs
- Collaborated with UX Department on UI/UX optimization and analytics

Creative Director/Designer

Table Bay Financial - San Diego, CA (2/2011 -

12/2011) Designed and developed company's main site and became the Creative Director for all print collaterals and event presentations:

- Responsible for all company branding and marketing initiatives including print and online portals and presentations
- Built, managed, produced marketing collaterals and materials for every event and seminar
- Designed and developed company's main site including migrating old framework to WordPress CMS.
- Created and maintained brand and web style-guide

EDUCATION

Pratt Institute of Design Brooklyn, New York, AOS
Degree in Digital Design and Interactive Media

TRAINING/CERTIFICATIONS

Certified Google Analytics Udemy Courses
Frontend Masters

LANGUAGES

English (native)
Tagalog (fluent)
Spanish (conversational)

MISCELLANEOUS

Pip Abrigo is a former cast member of Disney's Broadway "The Lion King" musical in NYC from 1997 to 2000 and an aspiring singer/songwriter in San Diego area.