

# Miguel Eduardo Saballa

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🌐 www.miguelsaballa.com

## DESIGN COMMUNITY

### 🕒 Winner in “Service Jam @ One North”

Jun 2019

Partner: Wesley Kent Rasines  
Hosted by IMDA at PIXEL,  
Singapore

### 🕒 Mentor in “Adobe x General Assembly: Creative Jam”

May 2018

Hosted by General Assembly,  
Singapore

### 🕒 Panel Member in “A Day in the Life of a UX Designer”

Oct 2017

Hosted by General Assembly,  
Singapore

### 🕒 Speaker in “Design On-the-Go: Start-ups Shifting the Paradigm of Design & Research”

Jun 2018

Hosted by Design Bootcamp Asia  
at Hyperisland, Singapore

## EDUCATION

### University of San Carlos - Bachelor of Fine Arts Major in Advertising Arts

Jun 2004 - Mar 2008

- Graduated with Cum Laude Honors

## SKILLS

User Experience Design

Interaction Design

Visual Design

Design Systems

Research

Motion Design

Design Sprint Facilitation

Prototyping for Desktop and Mobile Web

Prototyping for native iOS and Android

Illustration

Design Mentorship

## WORK

### 🕒 Senior Product Designer at Meta Social Media Content Moderation

Mar 2020 - Dec 2022

- Collaborated with cross-functional teams and designed for:
  - Core experiences for Brand Rights Protection, an intellectual property protection tool for businesses—this resulted in >500% growth of monthly active use in a year
  - Core experiences for internal tooling that enabled agile policy management, experimentation, and machine-learning-assisted routing for Meta’s human review of business content
  - Interfaces for scaled and investigative human review
- Conducted:
  - Research sessions with brands upon post-launch of Brand Rights Protection
  - Interviews for Meta’s Product Design candidates
- Planned and facilitated:
  - Workshops that influenced roadmap definition and prioritization
  - Internal events connecting senior designers with noobs

### 🕒 Senior Product Designer at HOOQ Video Streaming Telco

Jul 2017 - Mar 2020

- Collaborated with cross-functional teams and designed for:
  - The visual and customer experience design for the mobile web/PWA
  - Flows for core native mobile product experiences and payment partner integrations
  - An advertising model integration which contributed to a 2.5% revenue increase
- Planned and facilitated Design Sprints to enable roadmap clarity and prioritization

### 🕒 Product Design Lead at Honestbee E-Commerce

Oct 2015 - Jul 2017

- Designed the native mobile visual design system and core shopping experiences which helped scale Honestbee from a grocery platform to a multi-service business
- Led a team with 2 designers for the consumer-facing mobile apps: iOS and Android
- Conducted user interviews which aided in distilling user personas

### 🕒 Designer at Tigerspike Digital Banking & Financial Services Insurance Telco

Apr 2015 - Oct 2015

- Collaborated with clients to design visual assets for clients which include prototypes and high-fidelity screens
- Notable clients include DBS, Prudential, Share Investor, and Maxis

### 🕒 Design Lead & Partner at CodeRepublic E-Commerce Retail Branding

Feb 2013 - Apr 2015

- Collaborated with clients in designing for MVPs that achieve their initial business targets
- Mentored 2 other designers on usability standards and visual design guidelines

### 🕒 Interaction Designer at Aleph Labs Digital Banking & Financial Services

Mar 2011 - Jan 2013

- Designed core product experiences for digital banking and financial services products
- Notable clients include OCBC, Standard Chartered, and Sungard

### 🕒 Designer and Art Director at PODD 2D Gaming Branding

Nov 2009 - Feb 2011

- Designed interfaces for a variety of 2D gaming products
- Managed a team of 5 designers for artwork production

### 🕒 Designer at Playtech 2D Gaming

Oct 2008 - Oct 2009

- Designed interfaces for a variety of online gambling software