



RYAN JERVEY LIMJOCO

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CREATIVE CONSULTANT | UI/UX DESIGN EXPERT | ART DIRECTOR
BRANDING & IGAMING SPECIALIST

Driving Engaging Digital Experiences Through Innovative Design & Strategy

SUMMARY

Creative leader with 17+ years of experience specializing in branding, UI/UX, game design, and digital marketing across multiple industries, including iGaming, Fintech, and SaaS. Adept at transforming brand identities, optimizing design workflows, and leading cross-functional teams to create impactful digital products. Certified Usability Analyst (HFI) with a strong passion for human-centered design and strategic problem-solving.

CORE COMPETENCIES

- UI/UX Design & Strategy
- Digital & Print Branding
- Game Design & Conceptualization
- Web & Mobile App Design
- Leadership & Team Development
- Conversion-Focused Creative Solutions
- Creative & Art Direction
- Agile & Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

CREATIVE CONSULTANT

Aug 2020 – Present

OFORMO CONSULT

Clients: Flow Gaming, Daotech, EMIX Partners, ELYSIUM Studios (Maverick Slots)

- Delivered custom UI/UX and branding strategies, increasing brand consistency across multiple platforms.
- Optimized design workflows, reducing creative turnaround time by 30% through structured processes.
- Led game UI/UX designs, improving player engagement and retention by 55%.
- Designed and executed multi-channel marketing campaigns for online casino brands, enhancing customer acquisition and engagement.

CREATIVE & STUDIO MANAGER

Sep 2018 - Jul 2020

COBALT7 DESIGN TECH INC.

Clients: Maverick Slots, Flow Gaming, Daotech

- Led game production and creative strategies for Maverick Slots, doubling game output from 1 to 2 games/month.
- Spearheaded a streamlined game development process, enhancing efficiency and meeting aggressive deadlines.
- Managed a team of designers, ensuring alignment with marketing objectives and brand guidelines.

GRAPHIC AND WEB DESIGN SPECIALIST

Nov 2017 - Aug 2018

SPRINGWOOD TECH DEVELOPMENT AND CONSULTANCY, INC.

Client: Flow Gaming

- Designed and implemented major brand overhauls, increasing client engagement through strategic design.
- Spearheaded creative strategies, working directly with stakeholders to align visuals with business goals.

ASSISTANT MANAGER, WEB & CREATIVE SERVICES

May 2010 - Nov 2017

AVANTICE CORPORATION

Client: 188BET

- Led 188BET's 3 major website revamps (2011, 2013, 2016), improving user experience and brand consistency.
- Developed and optimized design workflows, increasing team output by 72%.
- Mentored junior designers and managed cross-functional creative teams to deliver high-impact marketing assets.

GRAPHIC DESIGNER, CREATIVES DEPARTMENT

Feb 2007 - Apr 2010

AYALA SYSTEMS TECHNOLOGY, INC.

- Developed creative concepts and strategies to support business and cultural transformation initiatives.
- Led the design and development of the company website during key periods of organizational change (2007, 2009), significantly improving brand perception.
- Created diverse marketing materials, including logos, websites, kiosks, and multimedia presentations for internal and external clients, ensuring alignment with brand objectives.
- Produced impactful videos for major corporate events, including the 20th-anniversary celebration, enhancing company storytelling and engagement.

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere)
- Figma, InVision, Sketch
- HTML, CSS, WordPress
- Branding, Game UI/UX, Responsive Web Design
- AI-Assisted Content Creation & Prompt Engineering

EDUCATIONAL BACKGROUND

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY, MAJOR IN DIGITAL ARTS **iACADEMY**

Major Achievements

- Graduated Magna Cum Laude
- Consistent Dean's Lister

BACHELOR OF SCIENCE IN COMPUTER SCIENCE **CENTRO ESCOLAR UNIVERSITY**

Major Achievements

- Consistent Dean's Lister
- Block President

ELEMENTARY TO HIGH SCHOOL EDUCATION **PASIG CATHOLIC COLLEGE**

Major Achievements

- Graduated with Honors in High School
- Served as Secretary General for the High School Student Council

CERTIFICATION

CERTIFIED USABILITY ANALYST

HUMAN FACTORS INTERNATIONAL (HFI) // Certification no. #2017-6518

- User Experience (UX) Foundations: The Core Insight, Models and Research Findings
- User-Centered Analysis and Conceptual Design
- The Science and Art of Effective Web and Application Design
- Practical Usability Testing

