RYAN JERVEY LIMJOCO

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CREATIVE CONSULTANT | MULTIMEDIA SPECIALIST | UI/UX DESIGNER

PROFESSIONAL PROFILE

Human Factors International (HFI) Certified Usability Architect and Multimedia Specialist with extensive hands-on experience delivering interactive web applications, digital products, and media campaigns. Combines a background in Computer Science and Digital Arts with practical expertise in UI/UX architecture, frontend web building (HTML/CSS), and digital asset production. Proven record of partnering with developers, creative teams, and stakeholders to deliver clean, responsive digital experiences across iGaming, fintech, and SaaS platforms.

KEY AREAS OF EXPERTISE

- UI/UX & Interactive Design: User journeys, interface architecture, interactive wireframes, design systems, usability testing.
- Web Building & Layout: Responsive web design, HTML, CSS, cross-browser compatibility, CMS implementation (WordPress).
- Digital Media Production: Motion graphics, video post-production, interactive banners, web-optimized asset delivery.
- Design & Studio Operations: Workflow coordination, project lifecycles, asset pipelines, quality assurance.

PROFESSIONAL EXPERIENCE

MACYJDESIGN | Manila, Philippines
Co-Founder & Multimedia Specialist | *June 2026 - Present*

- Spearheaded UI/UX design for client platforms, including gamified interface mechanics and user journeys for Peerplay (iGaming).
- Built responsive websites and landing pages, handling the visual layout, structural styling, and media integration.
- Directed and produced digital media campaigns, handling video editing, motion elements, and visual storytelling for clients like ServedMarketing.
- Built reusable UI component libraries and visual guidelines to ensure brand and layout consistency across client web touchpoints.

FLOW GAMING | Remote / Philippines

Multimedia Specialist *(via ActiveOps)* | *April 2025 – June 2026*

- Designed and built responsive landing pages and campaign microsites using HTML and CSS.
- Produced rich multimedia content, including motion banners, product graphics, and interactive assets tailored for the web.
- Teamed up with developers and marketing stakeholders to turn interface concepts into clean, functional web experiences.
- Tested websites and assets across mobile and desktop browsers to resolve layout quirks and maintain visual polish.

Multimedia Specialist *(via Oformo Consult)* | *August 2020 – August 2024*

- Created UI/UX layouts and visual assets for online gaming platforms and affiliated partner sites (Daotech, EMIX Partners, Elysium Studios).
- Streamlined the design-to-delivery asset process, cutting creative turnaround time by roughly 30%.
- Maintained platform design consistency by establishing shared icon sets, digital design assets, and interface style sheets.
- Audited site media to ensure quick page loads and smooth asset delivery across varied internet connection speeds.

Multimedia Production Manager *(via Cobalt7 Design Tech Inc.)* | *September 2018 – July 2020*

- Managed the production pipeline for Flow Gaming web properties and digital game releases from wireframes through launch.
- Supervised day-to-day work between in-house creatives and external studios, doubling overall monthly delivery volume.
- Planned interactive user flows and game interfaces to keep player experiences seamless across devices.
- Reviewed builds prior to deployment to verify layout alignment, asset quality, and brand integrity.

Web and Multimedia Specialist *(via Spring Wood Tech Development and Consultancy, Inc.)* | *November 2017 – August 2018*

- Led the visual and structural redesign of the Flow Gaming corporate website, improving site structure and overall usability.
- Designed and maintained platform web pages and marketing landing pages using HTML, CSS, Dreamweaver, and Adobe tools.
- Produced interactive digital banners, web newsletters, and media collateral for continuous online campaigns.

STELLENT SERVICES CORPORATION / AVANTICE CORPORATION |
Makati City, Philippines
Web and Multimedia Assistant Manager | *January 2015 – November 2017*

(Operational Title: Deputy Web Team Manager)

- Led the full production cycle for major digital projects, including the 2016 188BET website revamp, EURO 2016 coverage, and 188Sports campaigns.
- Refined digital design workflows to keep the creative and development pipelines running smoothly across multiple teams.
- Worked with developers to integrate specialized digital assets—such as optimized video, audio clips, and complex web graphics—into live web platforms.
- Coordinated with technical teams on hosting parameters and web requirements to ensure platform stability during peak traffic.
- Ran quality reviews on completed site pages and campaign deliverables to uphold layout standards, responsive behavior, and code structure.

Senior Web and Multimedia Designer | *January 2013 – December 2014*

- Served as the design lead on the 2013 188BET website overhaul, ensuring digital visual assets integrated cleanly with underlying page templates.
- Wrote clean HTML and CSS to build out responsive interface layouts and interactive elements across various browser sizes.
- Focused interface layouts around usability principles and clear navigation pathways.
- Conducted reviews on day-to-day web updates and supervised maintenance across existing web properties.
- Mentored junior designers on layout best practices, production tools, and day-to-day digital processes.

Web and Multimedia Designer | *May 2010 – December 2012*

- Designed and maintained web layouts, promotional landing pages, and interactive online elements for 188BET platforms.
- Handled the production of web banners, graphics, and responsive HTML email templates.
- Coordinated with technical and marketing groups to deliver web assets on schedule and within technical requirements.
- Managed day-to-day digital deliverables and reviewed work from external creative partners.

AYALA SYSTEMS TECHNOLOGY, INC. | Makati City, Philippines
Graphic Designer, Creatives Department | *February 2007 – April 2010*

- Designed and launched major iterations of the company website (2007, 2009) to better support internal and external communications.

- Created interactive presentations, digital kiosks, and visual identity materials for enterprise initiatives.
- Edited and produced corporate video features, including media for the company's 20th-anniversary events.

EDUCATIONAL BACKGROUND

Bachelor of Science in Information Technology, Major in Digital Arts
iACADEMY, Makati City, Philippines

Honors: Magna Cum Laude | Consistent Dean's Lister

Bachelor of Science in Computer Science
Centro Escolar University, Manila, Philippines

Honors: Consistent Dean's Lister | Block President

PROFESSIONAL CERTIFICATION



Certified Usability Architect (CUA™) – Certificate #2017-6518
Human Factors International (HFI)

Areas covered: User-Centered Analysis, Conceptual Design, Effective Web and App Design, Usability Testing.

TOOLS & SOFTWARE

UI/UX & Prototyping: Figma, Sketch, Adobe XD, InVision, Wireframing, User Testing.

Web & Markup: HTML, CSS, Responsive Layouts, WordPress, Dreamweaver

Creative & Video: Adobe Photoshop, Illustrator, After Effects, Premiere Pro, InDesign.