Turning complex ideas into

Effortless Experiences

across web, product, and brand

reah espino

Designing seamless journeys and standout visuals across web, product, and marketing.



I'm Reah, a Creative UI/UX Designer with 5 years of experience turning complex ideas into clean and user-first designs from websites and products to marketing where visuals and usability connect.

Services

Product Design

Web Design

Infographics

Display Ads

Social Media
Banners

Work Experience

Gleent Inc.
Team Leader - R&D
2018 - 2021

Prosperna Philippines Inc.
Web Designer
2021 - 2022

Spiralytics Inc.
Senior UI/UX Web Designer
2022 - Present

Product Design

1

Makimatch • Mobile App

Reducing decision fatigue for busy sushi diners

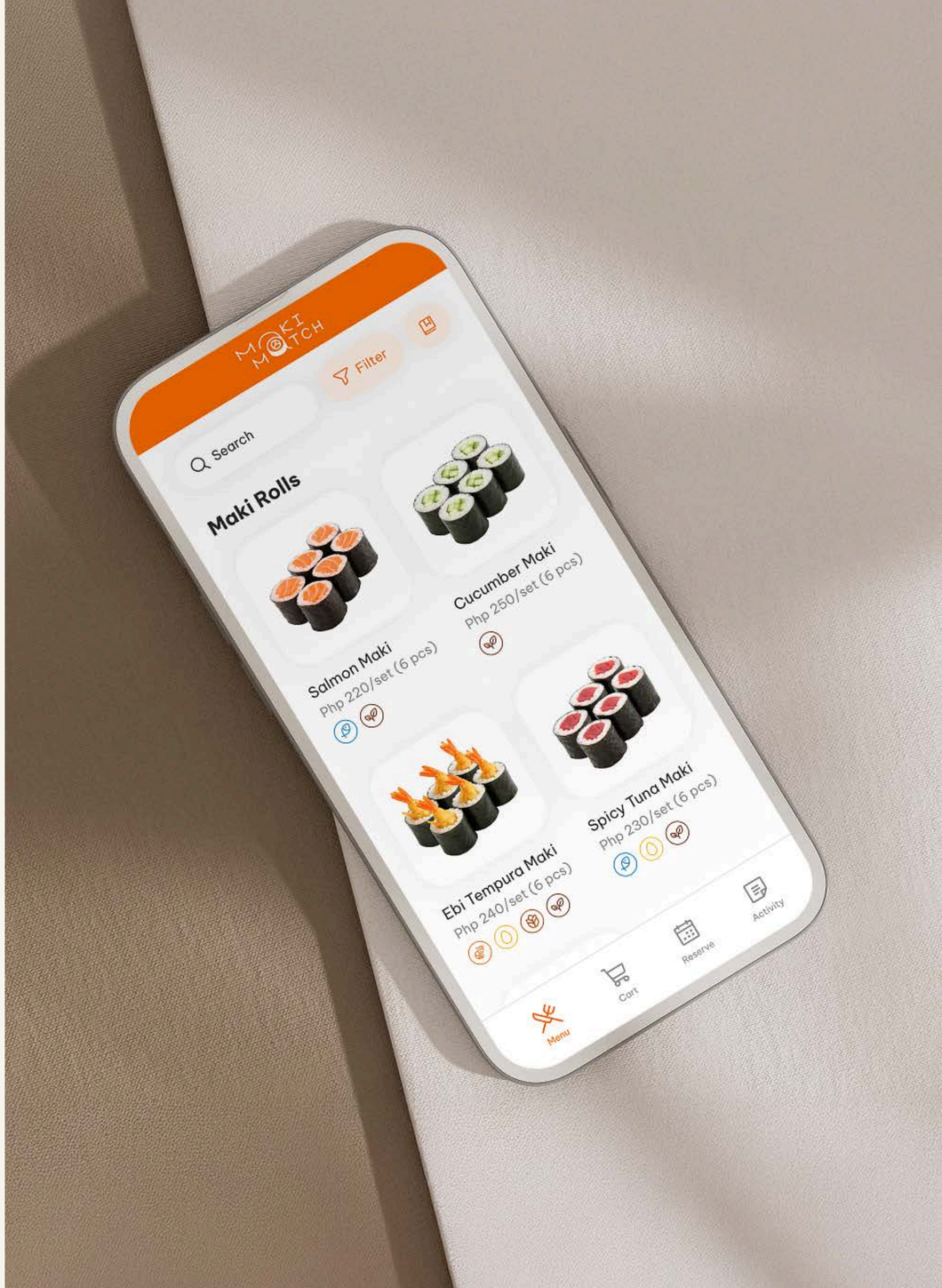
2

Novamatch • Dashboard Design

Boosting productivity with a clean dashboard

Reducing decision fatigue for busy sushi diners

Makimatch • Mobile App • Product Design



The Challenge

Sushi menus can be overwhelming with unfamiliar names and have a wide variety of options especially for new customers or those with dietary preferences.

The Goal

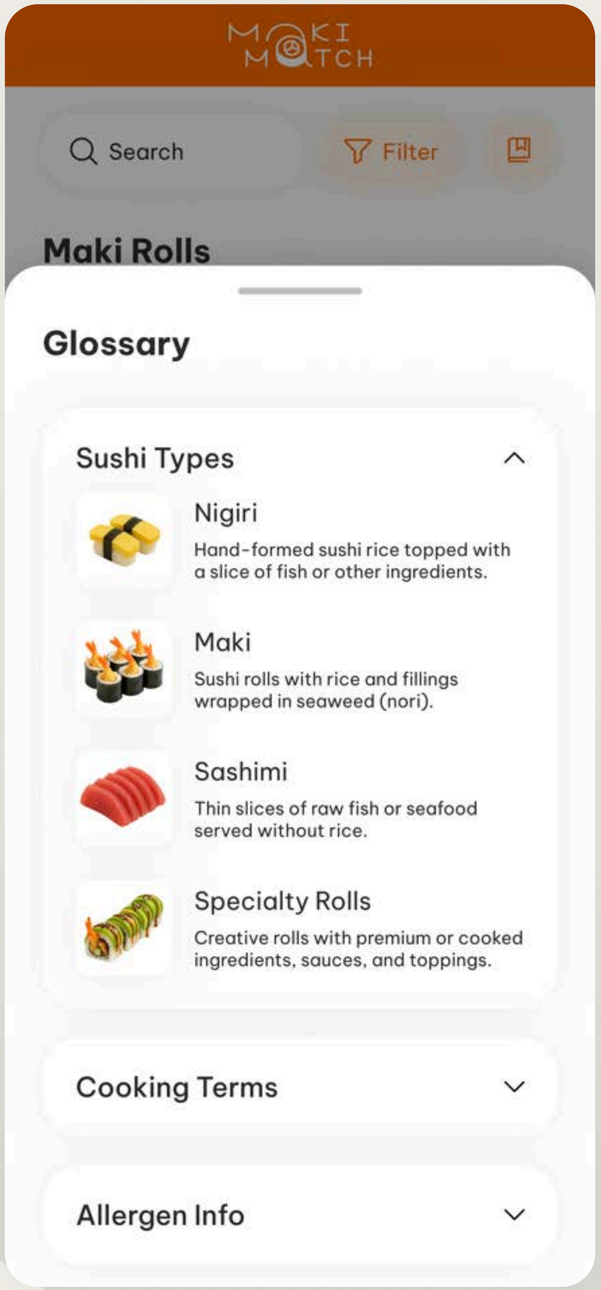
Design a sushi menu preview app that helps users quickly choose dishes through clear visuals, descriptions, and smart filters based on their preference and dietary restrictions.

Deliverables

- User Personas
- User Journey Map
- Site Map
- Wireframes
- Branding
- Final Design

Tool

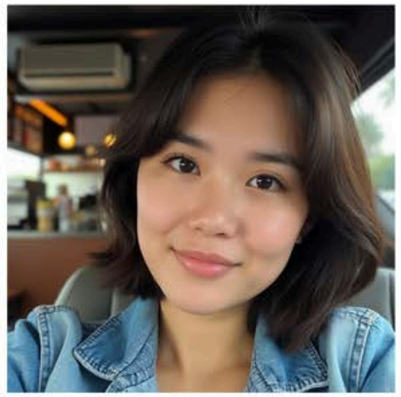
- Figma



Makimatch • Mobile App • Product Design

Thought Process

User Personas



Cherry Lee

Age: 24 years old
Education: Marketing
Hometown: Metro Manila
Family: Lives with Partner
Occupation: Marketing Associate

"Pick something unique with clear expectations"

Goals

- Quickly choose something she'll enjoy without overthinking.
- Discover "safe but interesting" sushi picks
- Prefers places and apps that clearly label allergens or offer safe alternatives.

Frustrations

- Gets overwhelmed by too many options and unfamiliar terms.
- Wishes menus had clear photos, categories, and trusted suggestions.
- Most sushi menus don't clearly indicate allergens or alternative options.

Cherry Lee is a 29-year-old Marketing Associate who enjoys trying new cuisines. While she's curious about sushi, she often feels overwhelmed by too many options and unfamiliar terms. Cherry wants a quick, easy way to pick something she'll enjoy without second-guessing—ideally through an app with clear photos, helpful categories, and trusted suggestions that match her mood.



Cruz

ars old
ness Administration
n City
ied with 2 kids
onal Sales Manager

"To enjoy food without worrying if it's safe"

Goals

- Feel safe and confident when browsing sushi menus.
- Easily identify seafood-free options (e.g., tamago rolls, veggie sushi).
- Avoid the awkwardness of asking staff detailed questions about ingredients.

Frustrations

- Most sushi menus don't clearly indicate allergens or alternative options.
- Worried about cross-contamination or hidden seafood ingredients (like fish sauce).

Ethan Cruz is a 45-year-old regional sales manager and a family man who enjoys dining out but has a seafood allergy that makes ordering sushi challenging. He wants to feel confident choosing safe, seafood-free options without needing to ask detailed questions or risk accidental exposure. However, unclear menu labeling and the fear of hidden ingredients often leave him hesitant or avoiding sushi altogether.

Thought Process

User Journey Maps

Persona: Cherry Lee

Goal: To quickly choose a dish that matches her mood and dietary preferences without feeling overwhelmed or second-guessing.

Action	Enters the restaurant and is greeted by the host.	Scans the menu for options.	Asks the waiter for suggestions based on her preferences.	Chooses a dish based on the recommendations.	Enjoys her meal
Task List	- Greeted by the host. - Led to a table.	- Browse through categories or chef's specials.	- Inquire about dishes that match her mood. - Ask about ingredient details.	- Confirm choice and place order.	- Taste and evaluate the dish. - Enjoy the food.
Feeling Adjective	Excited, Slightly Overwhelmed	Overwhelmed, Curious	Slightly Anxious, Relieved	Confident, Still Unsure	Satisfied, Reassured
Improvement Opportunities	Host can provide an overview of the menu and its organization.	- Organize menu into clear categories with images and descriptions.	- Waiter can offer personalized recommendations based on her preferences.	- Waiter can confirm the dish matches her preferences.	- Ensure meal matches the description and meets her expectations.

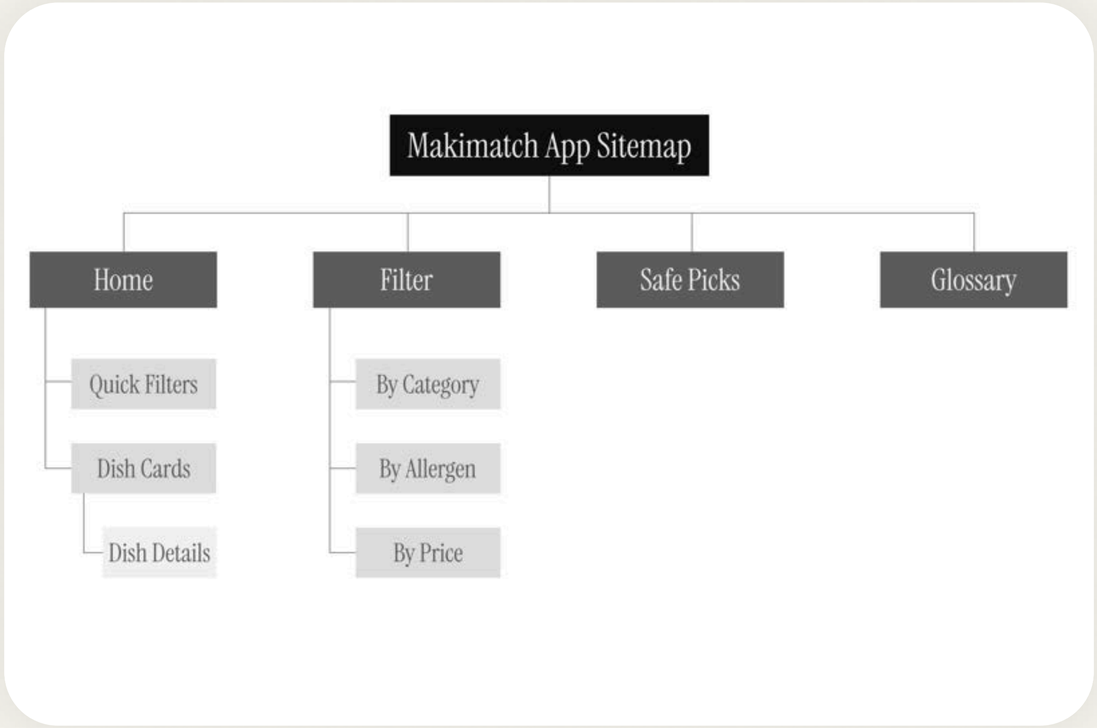
Persona: Ethan Cruz

Goal: To confidently order seafood-free sushi without worrying about allergens and avoiding the need to ask staff about every ingredient.

Action	Enters the restaurant and is greeted by the host.	Scans the menu for seafood-free options.	Asks the waiter about safe options.	Selects a seafood-free dish.	Enjoys meal without issues.
	- Greeted by the host. - Led to a table.	- Look for allergen-friendly choices. - Scan for clear labeling.	- Ask about safe ingredients.	- Confirm dish selection. - Place order.	- Taste the dish and enjoy it. - Confirm satisfaction.
	Cautious, Reassured	Anxious, Hopeful	Relieved, Slightly Anxious	Confident, Slightly Hesitant	Satisfied, Reassured
	Mention allergen-friendly options early to put Ethan at ease.	- Clearly label seafood-free options and provide visual aids.	- Waiter can provide detailed information and confirm safe options.	- Ensure clear allergen labeling and confirmation from the waitstaff.	- Double-check ingredients to ensure it meets his allergy requirements.

Thought Process

Sitemap

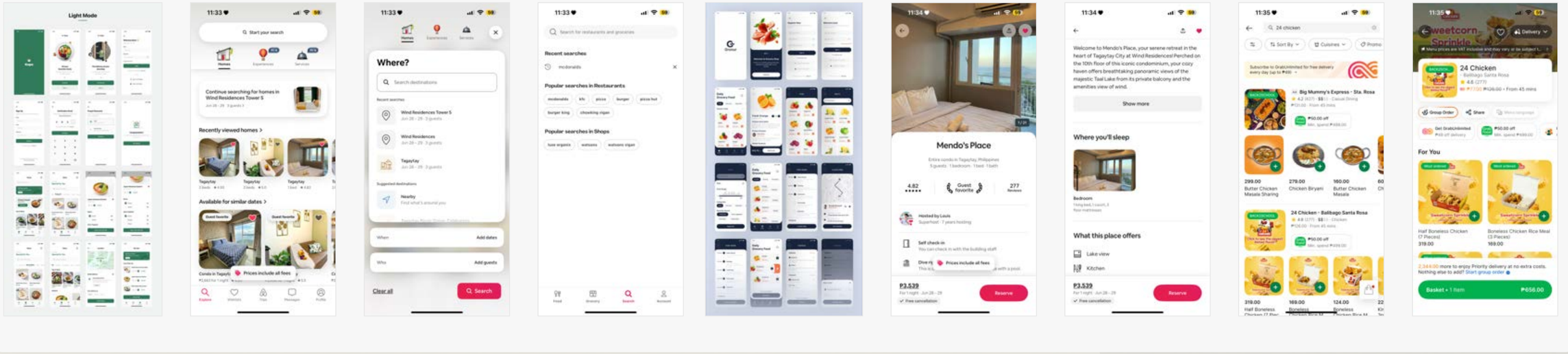


Wireframes



Makimatch • Mobile App • Product Design

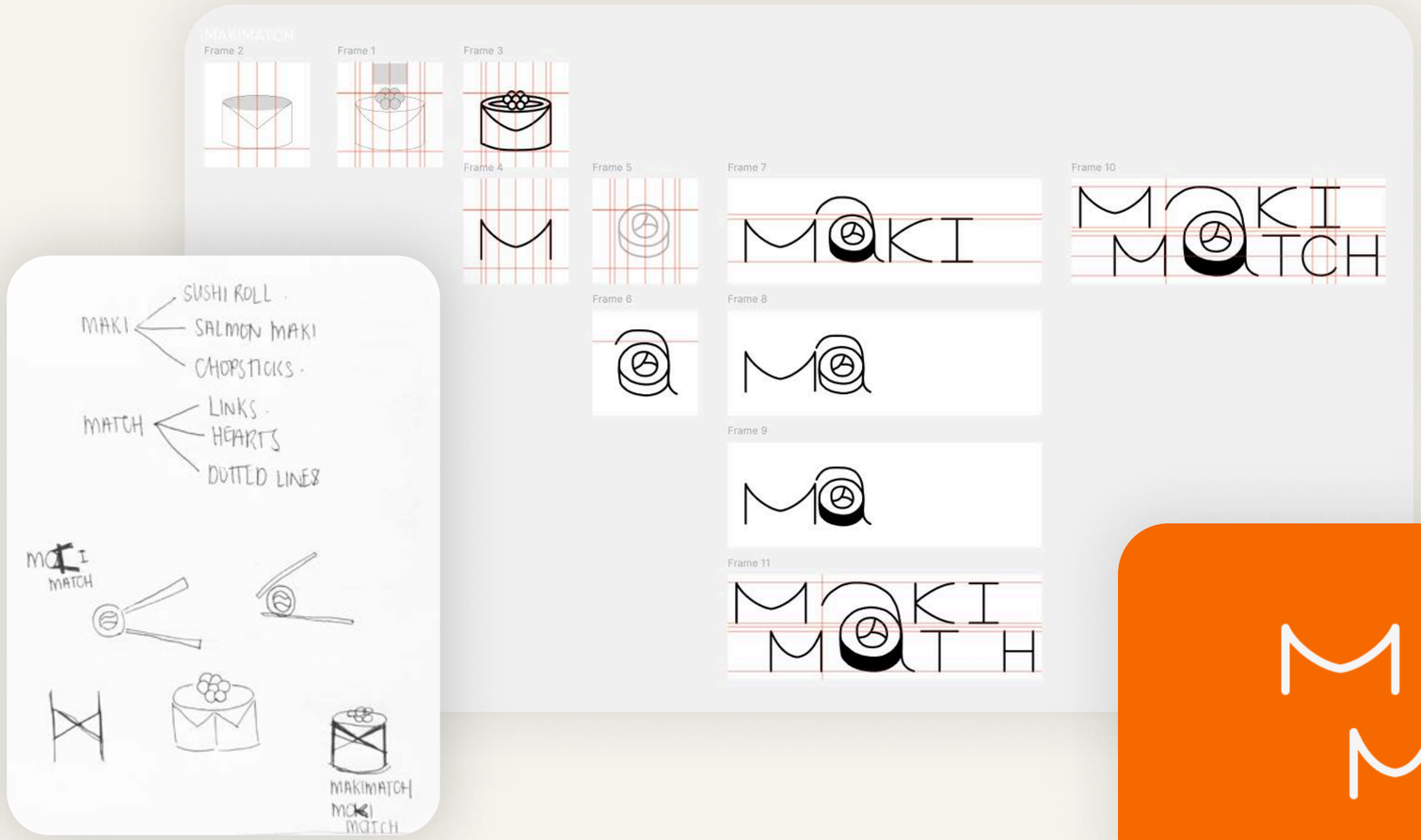
Mood board and Inspiration

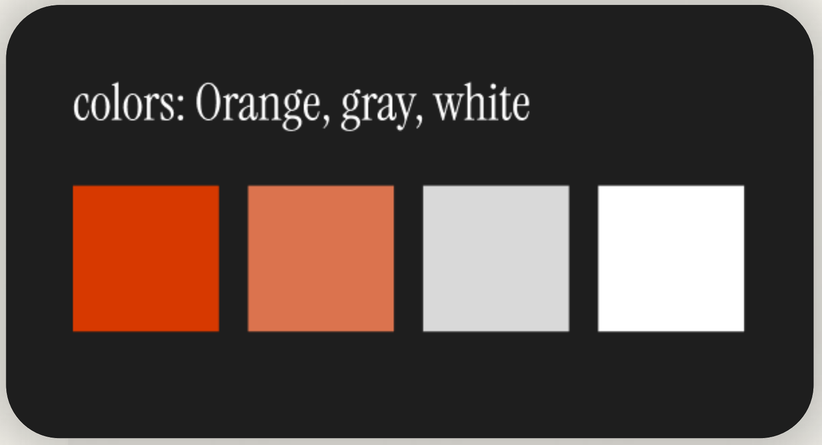


*the goal was to achieve a clean, simple, and clear app that represents a sushi restaurant without the fuss

Makimatch • Mobile App • Product Design

Building the Brand

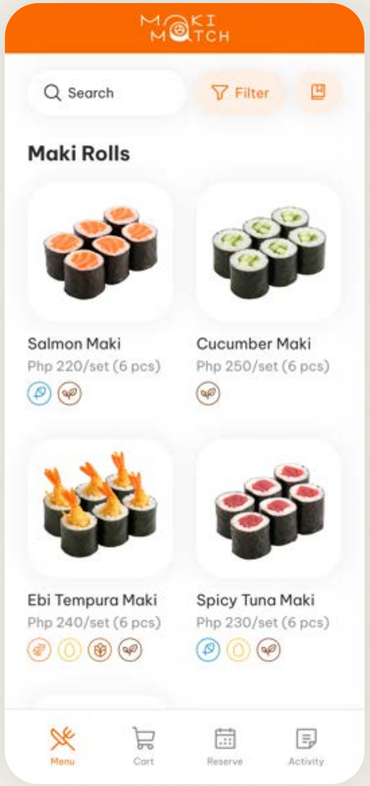


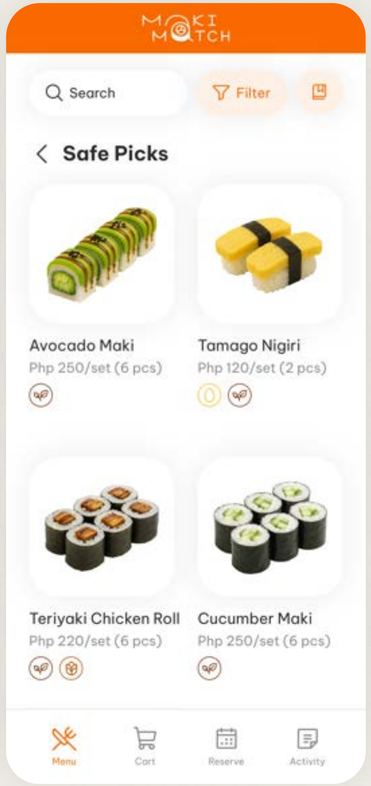


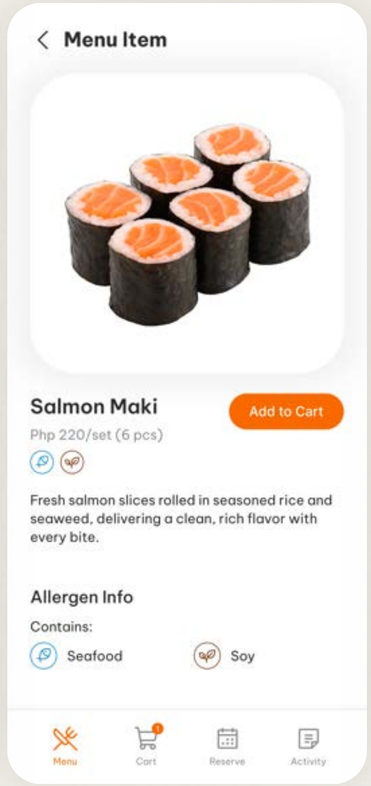


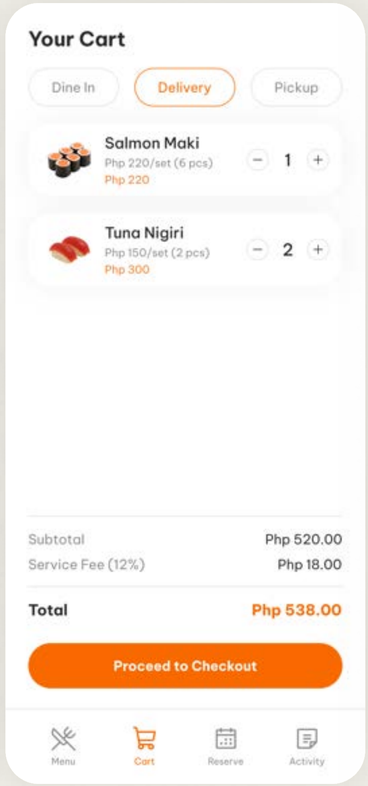
Makimatch • Mobile App • Product Design

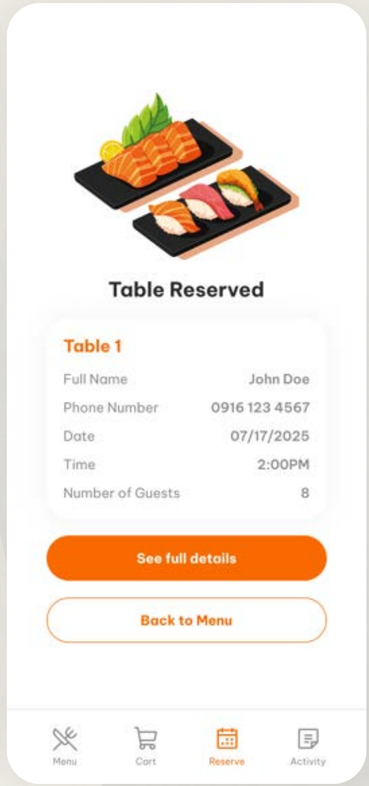
Final Design

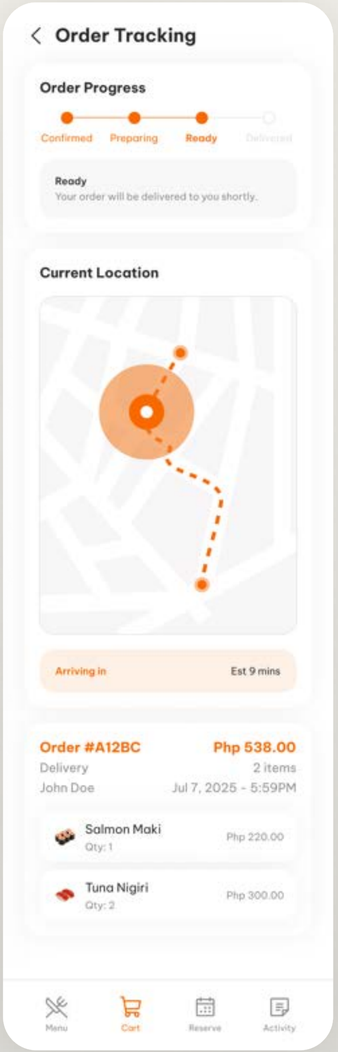












Makimatch • Mobile App • Product Design

Boosting productivity with a clean dashboard

NOVATRACK

Novatrack • Dashboard design • Product Design



The Challenge

Managing several projects can quickly become overwhelming without a clear, minimal interface that prioritizes focus and task clarity.

The Goal

Design a clean, and modern dashboard for daily productivity tracking that presents real-time data for tasks, time logs, project progress, and goals.

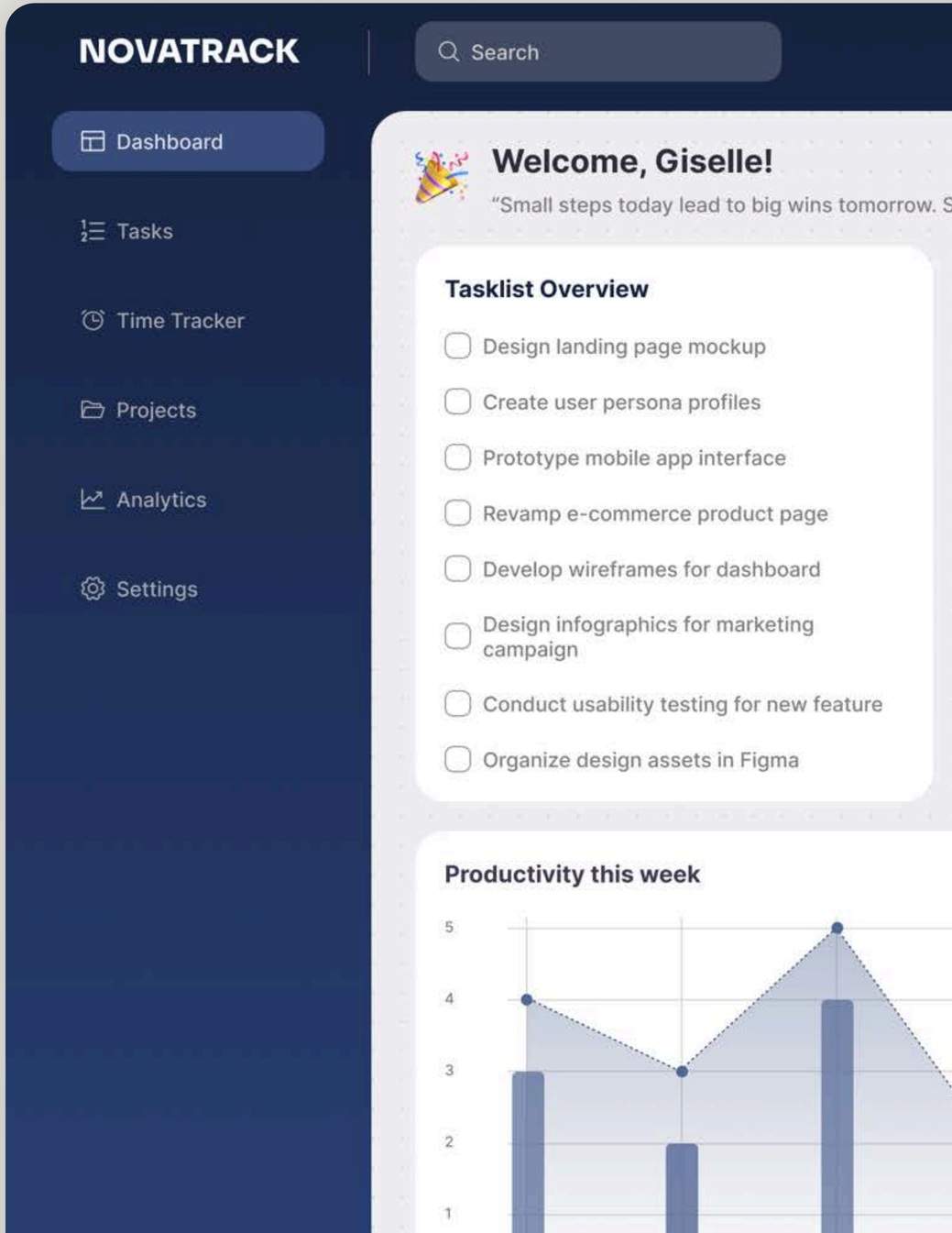
Deliverables

- Mood board
- Wireframe
- Final Design

Tool

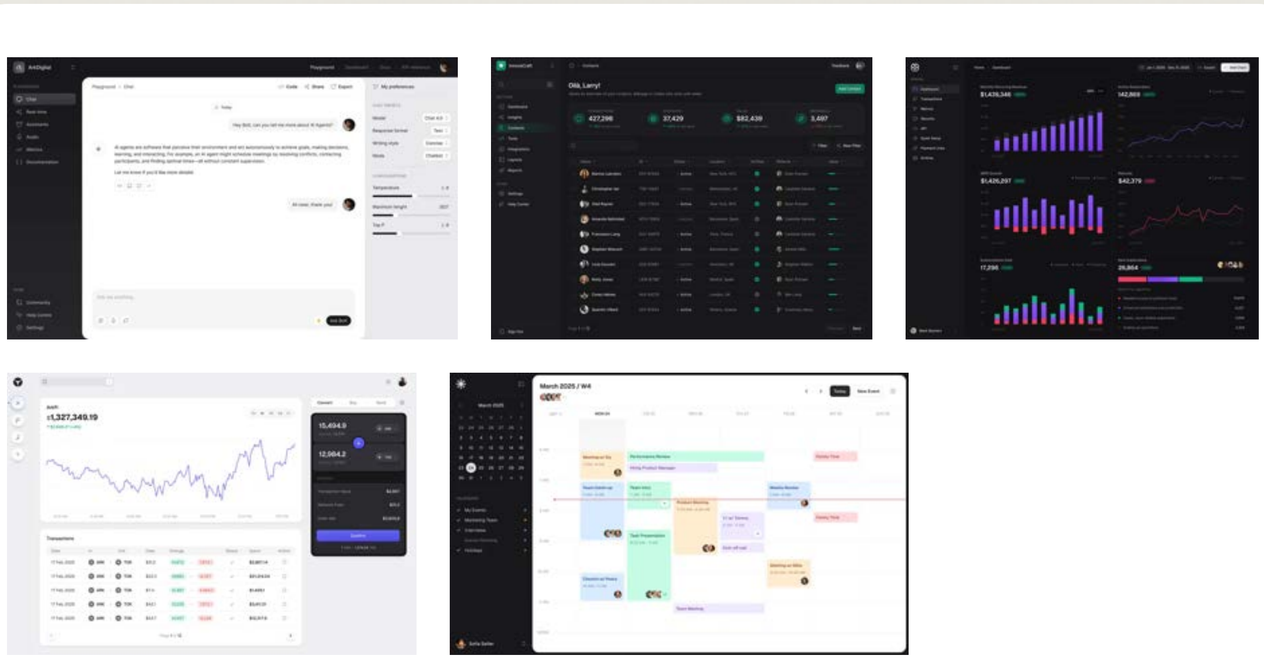
- Figma

Novatrack • Dashboard design • Product Design

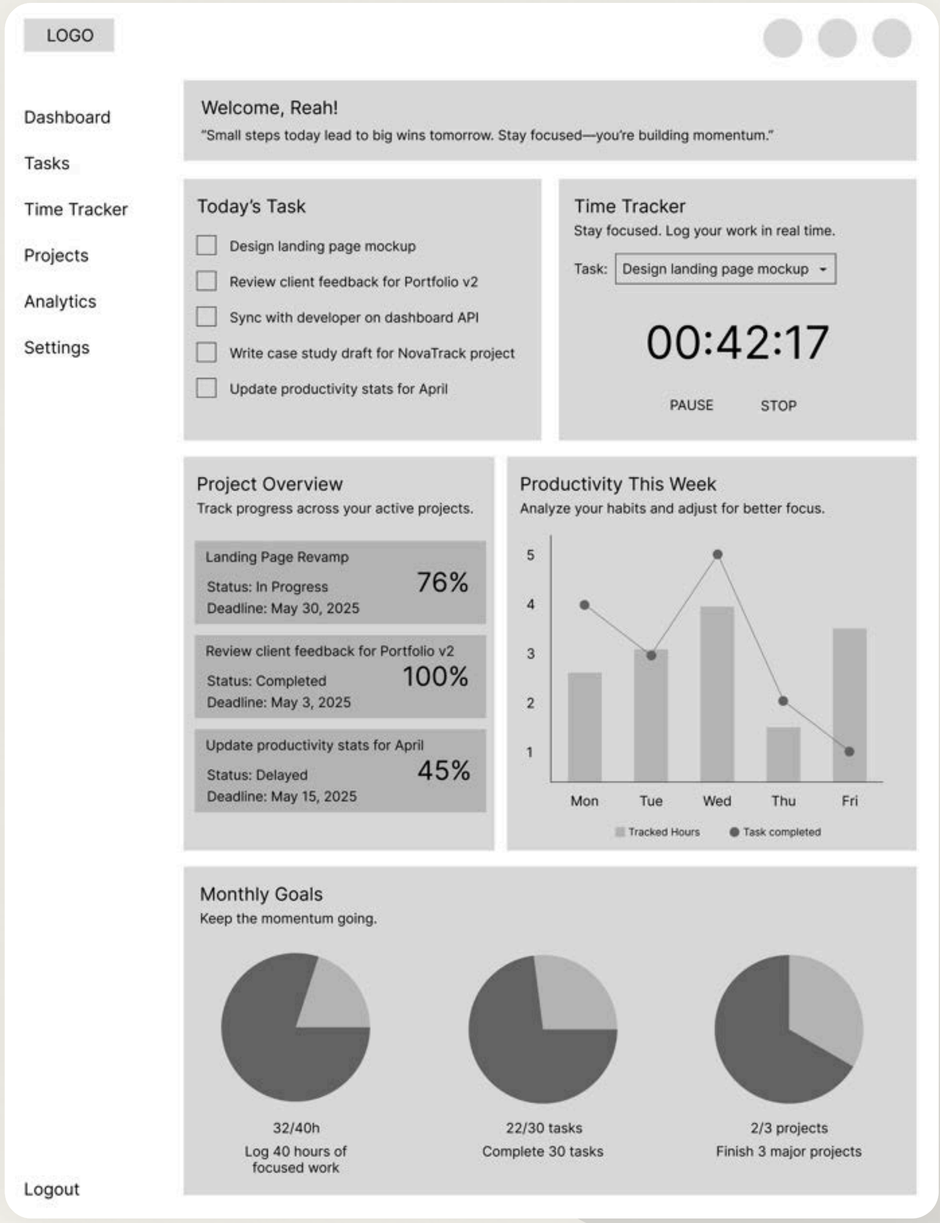


Thought Process

Mood Board

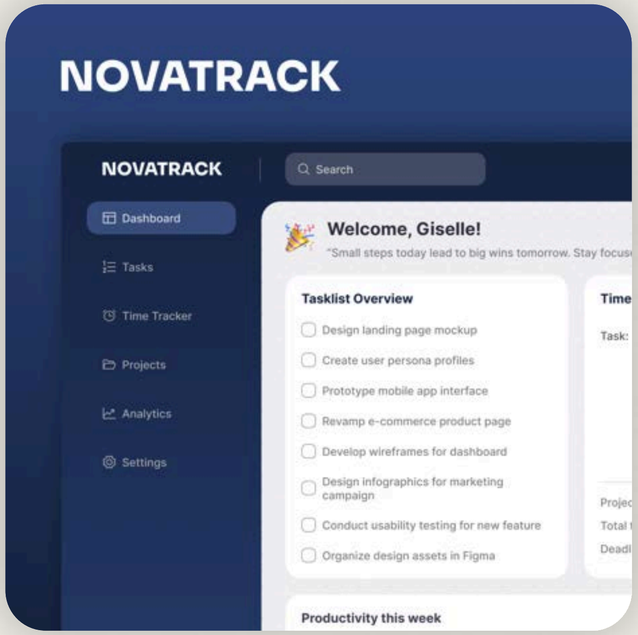


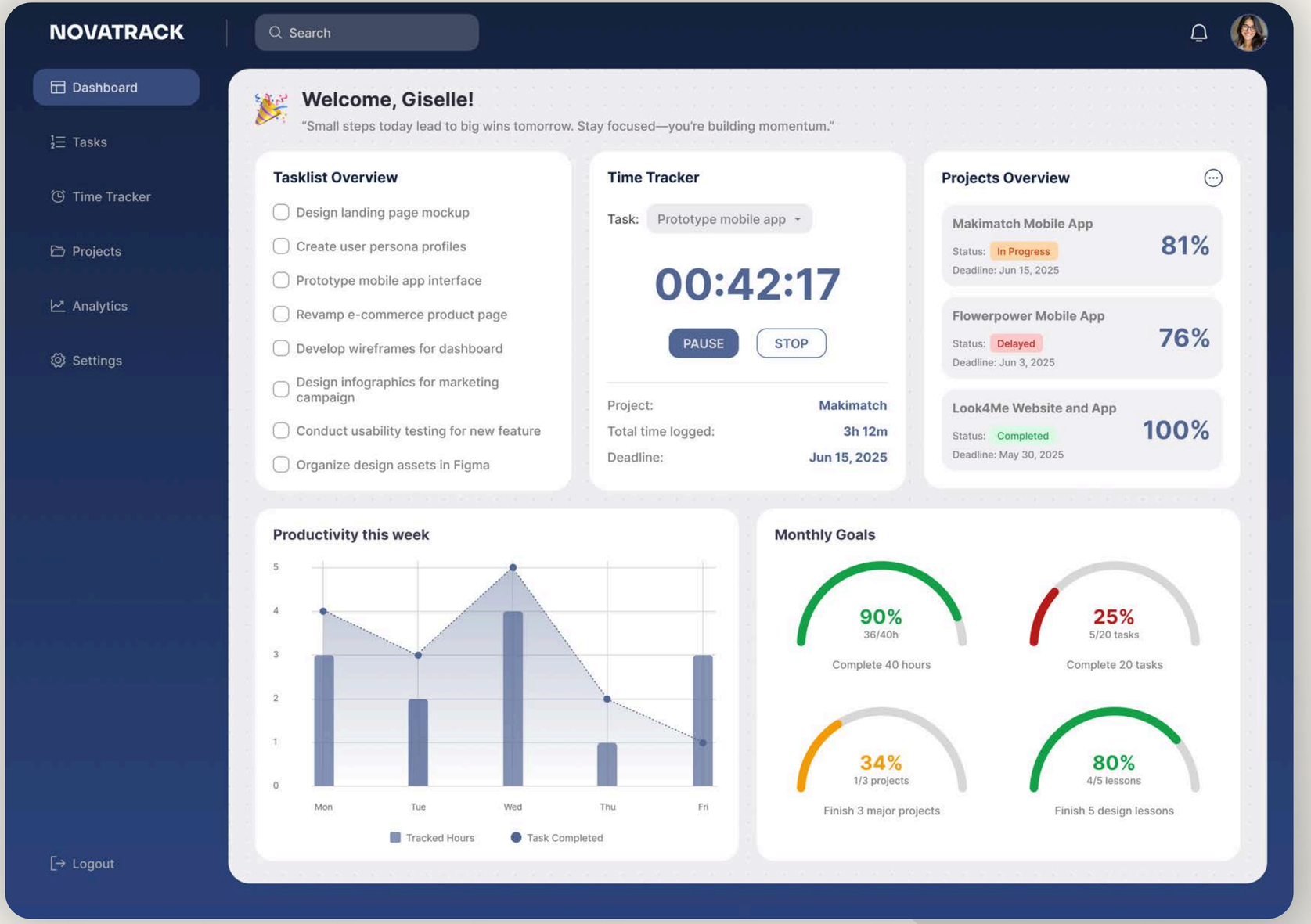
Wireframe



Novatrack • Dashboard design • Product Design

Final Design





Novatrack • Dashboard design • Product Design

Web Design

1

Shegerian & Associates • Brand Website Design

Designing a coherent, modern website for legal services

2

Herbal Anchor • Landing Page Design

Crafting an on-brand landing page for a new supplement brand

3

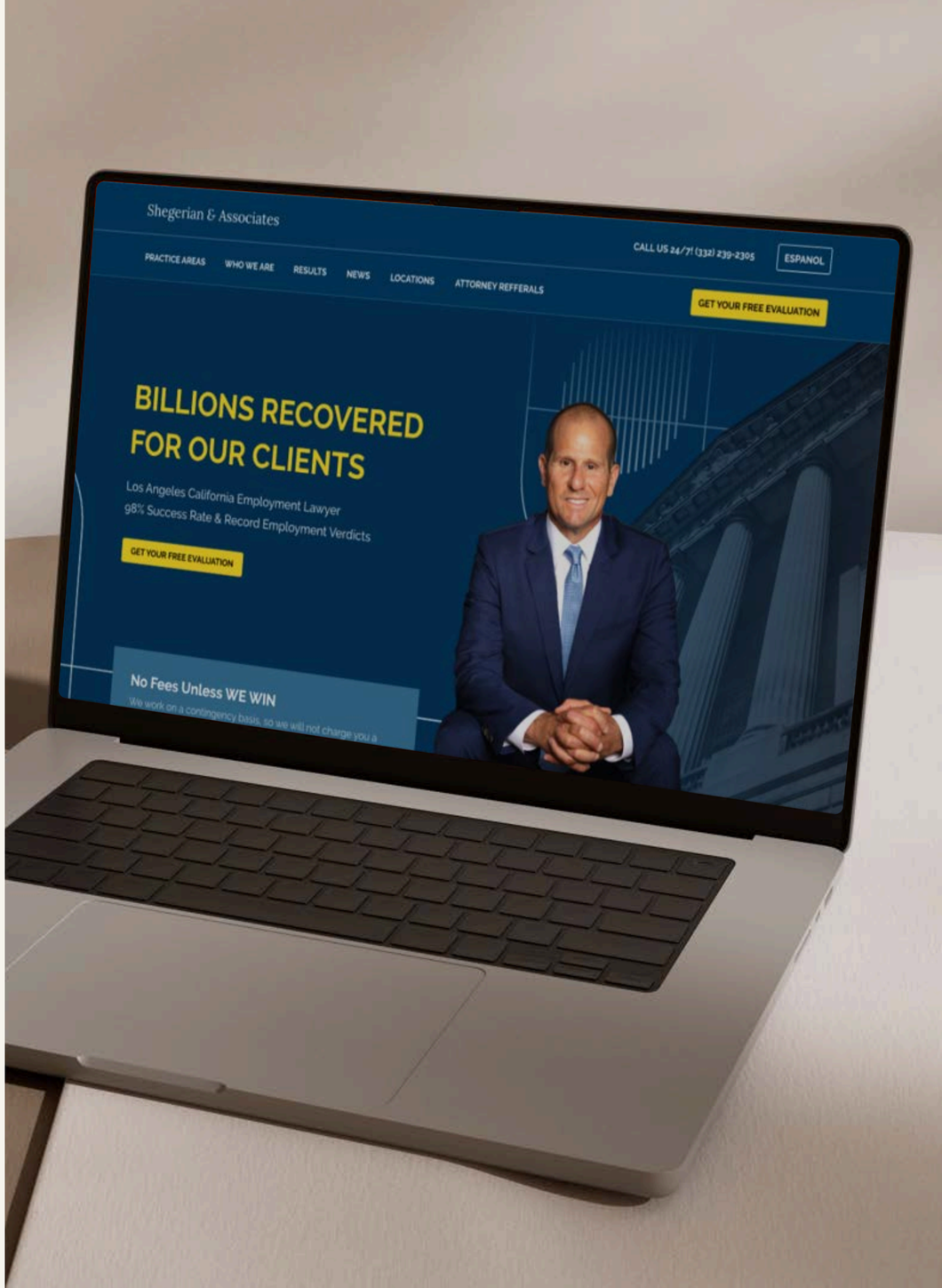
EPSON • Email Campaign

Making product promotion seamless across inboxes

Designing a coherent, modern website for legal services

Shegerian & Associates

Shegerian & Associates • Brand Website Design • Web Design



The Challenge

The original website lacked visual clarity, modern design, and a user-friendly structure, making it difficult for users to navigate and understand the firm's services.

The Goal

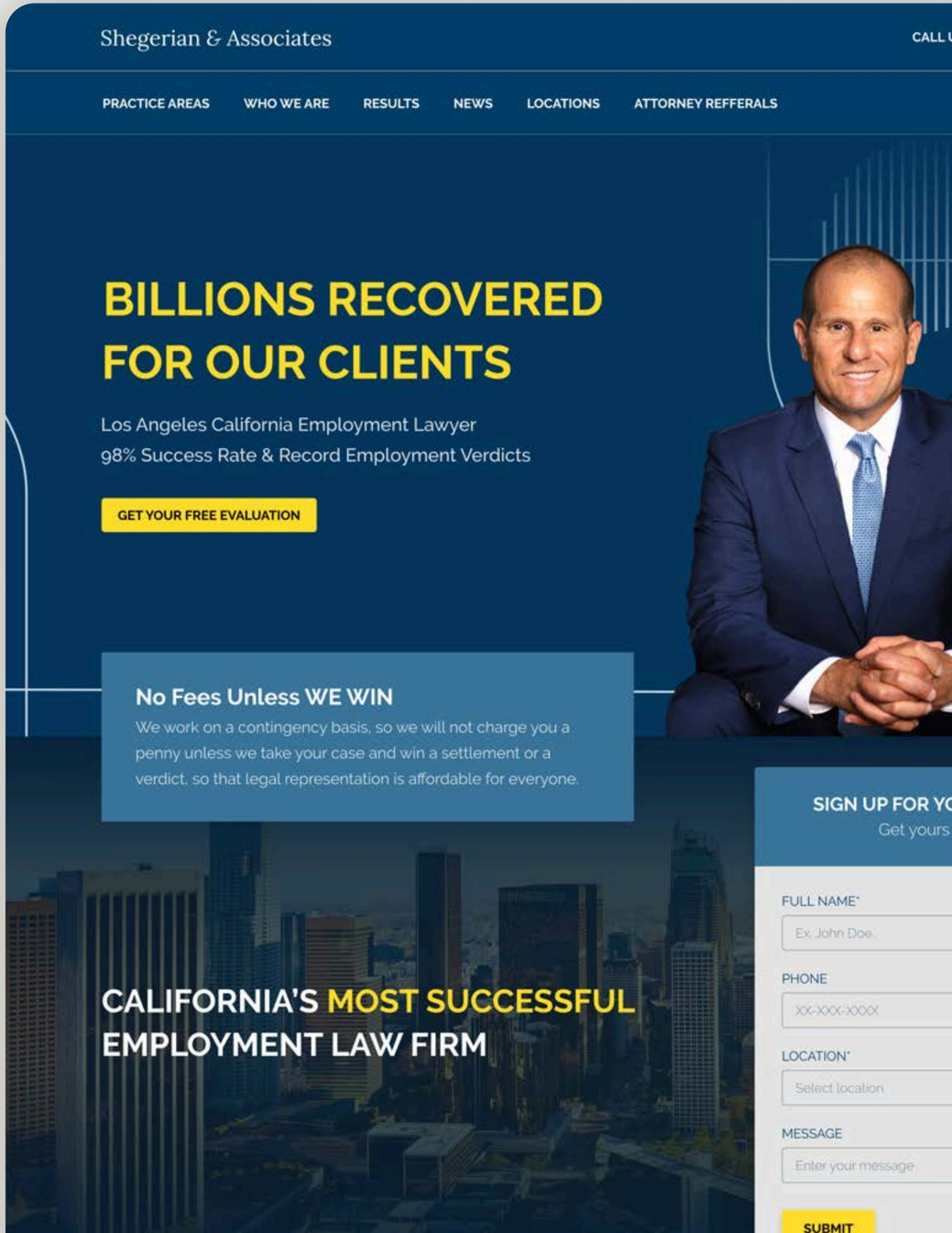
Redesign the website to build trust, improve usability, and clearly communicate the firm's legal expertise across key pages like the homepage, about, contact, and more.

Deliverables

- Final Designs

Tool

- Adobe XD
- Figma



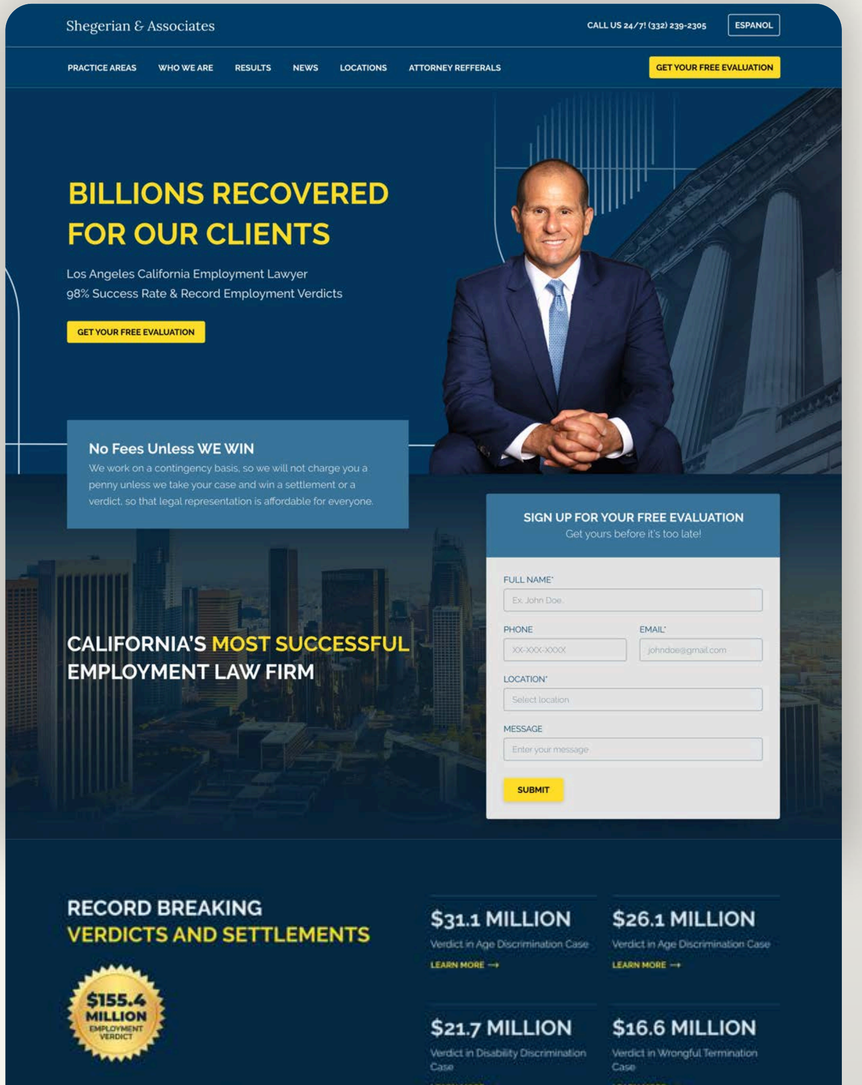
Shegerian & Associates • Brand Website Design • Web Design

Comparison *Homepage

Before

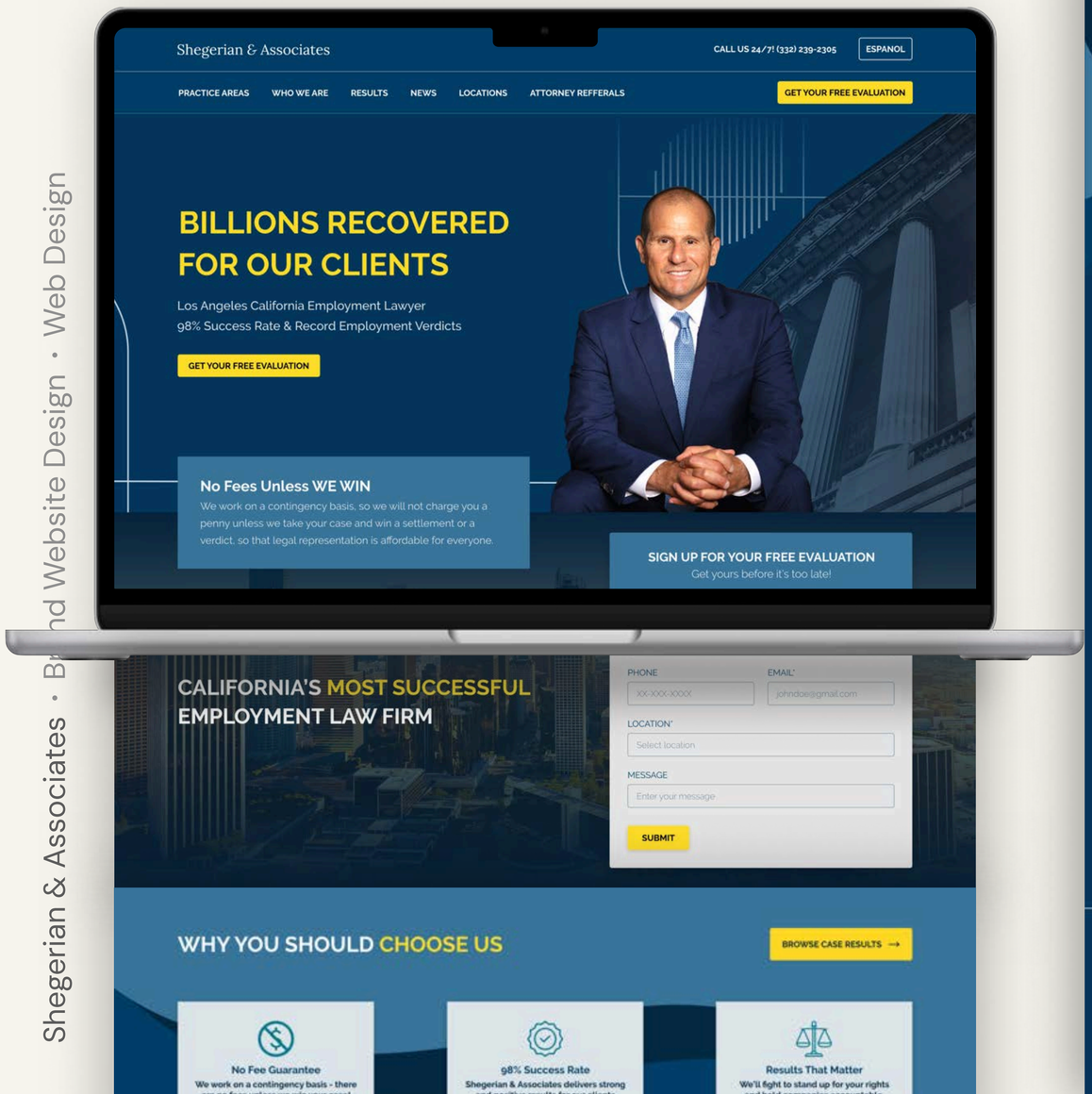


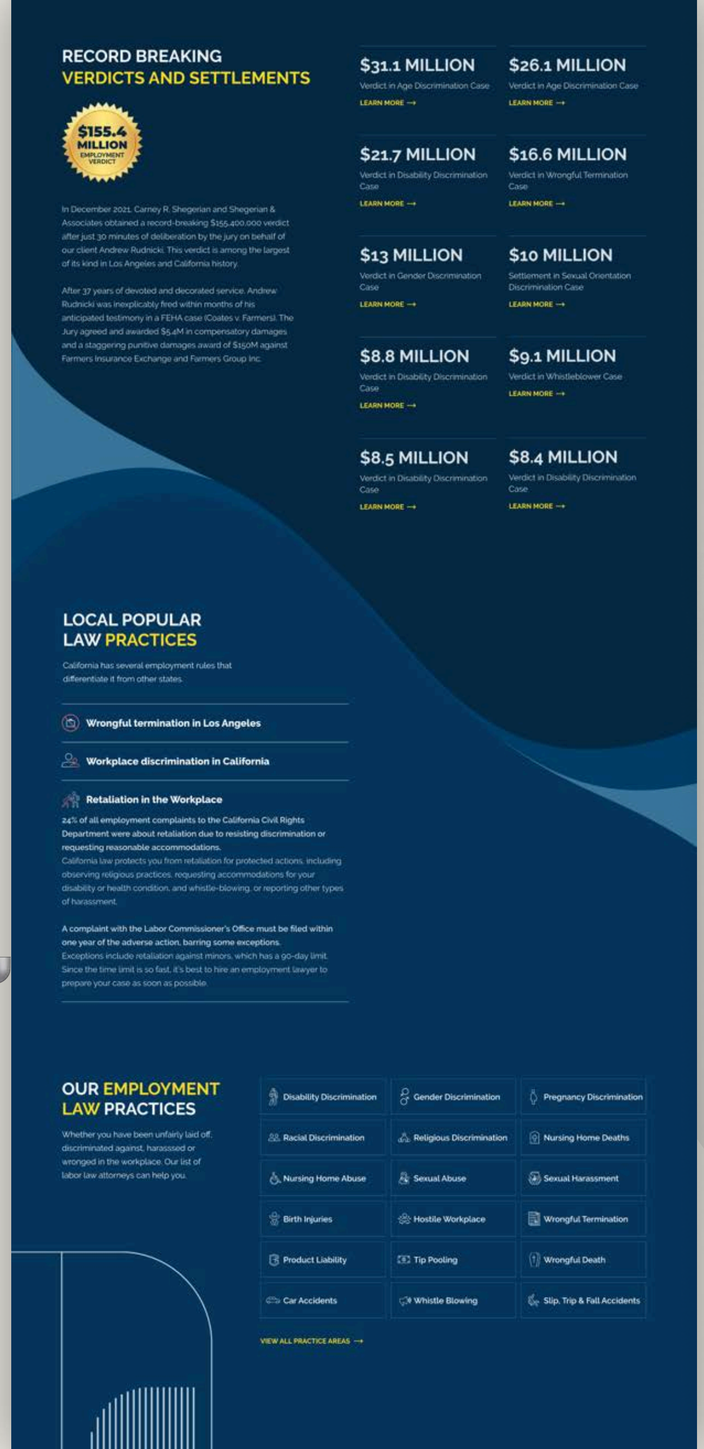
After

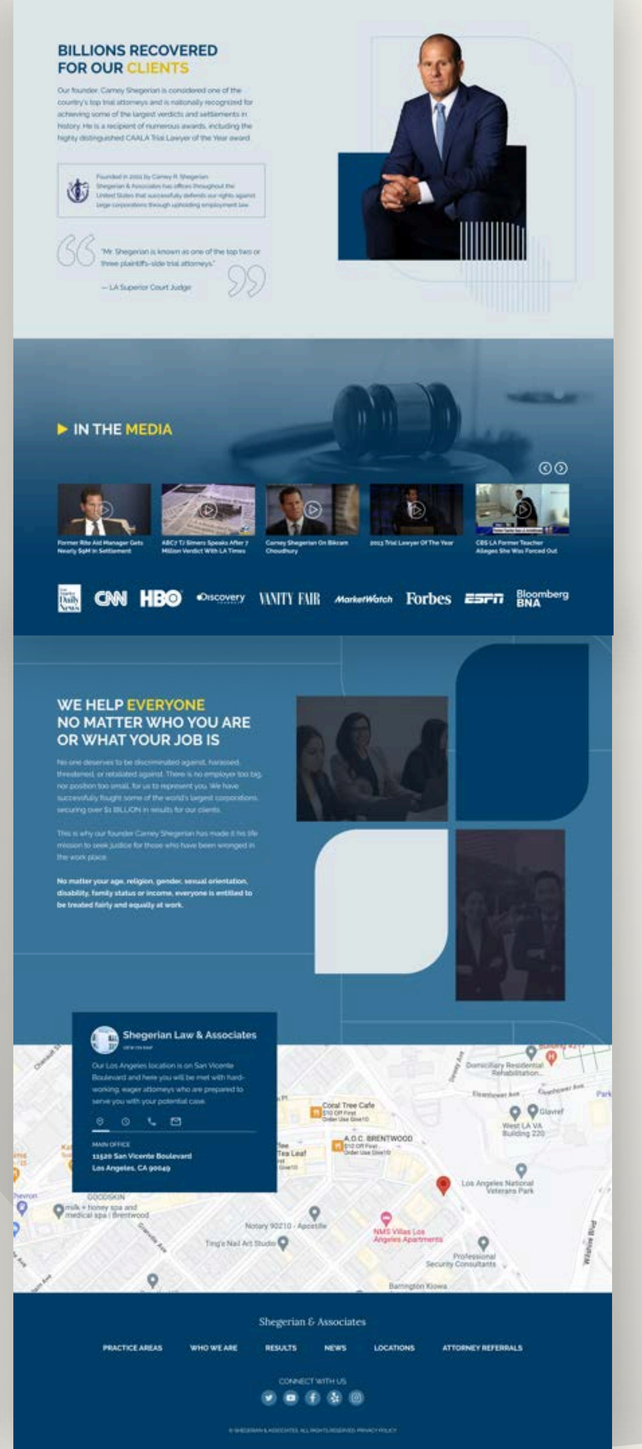


Sample Designs *Homepage

Shegerian & Associates • Brand Website Design • Web Design

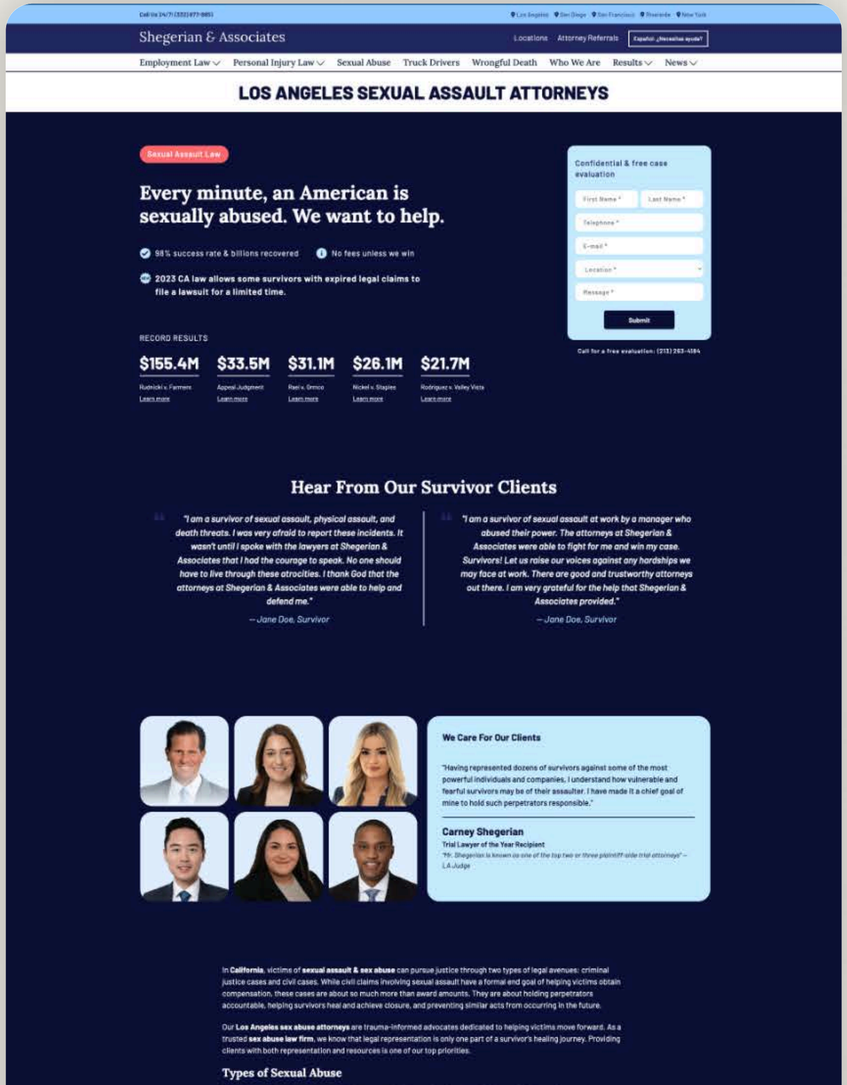




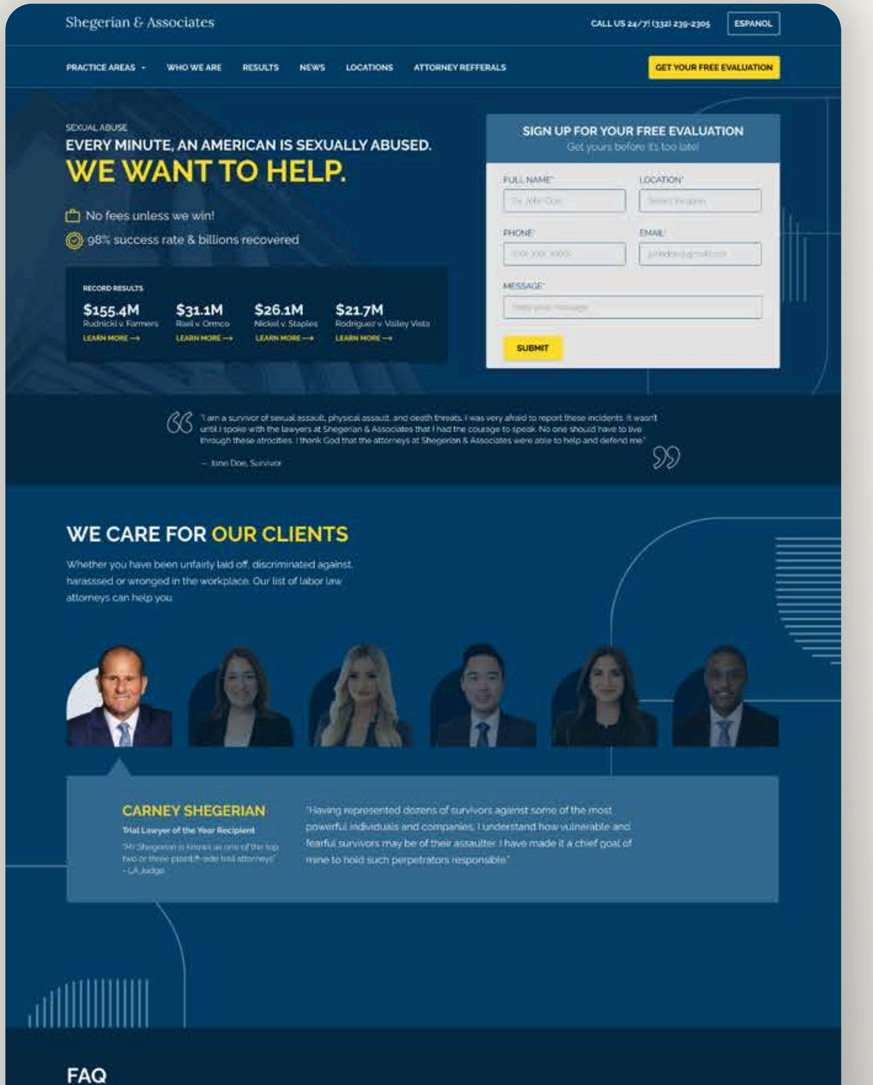


Comparison *Service Page

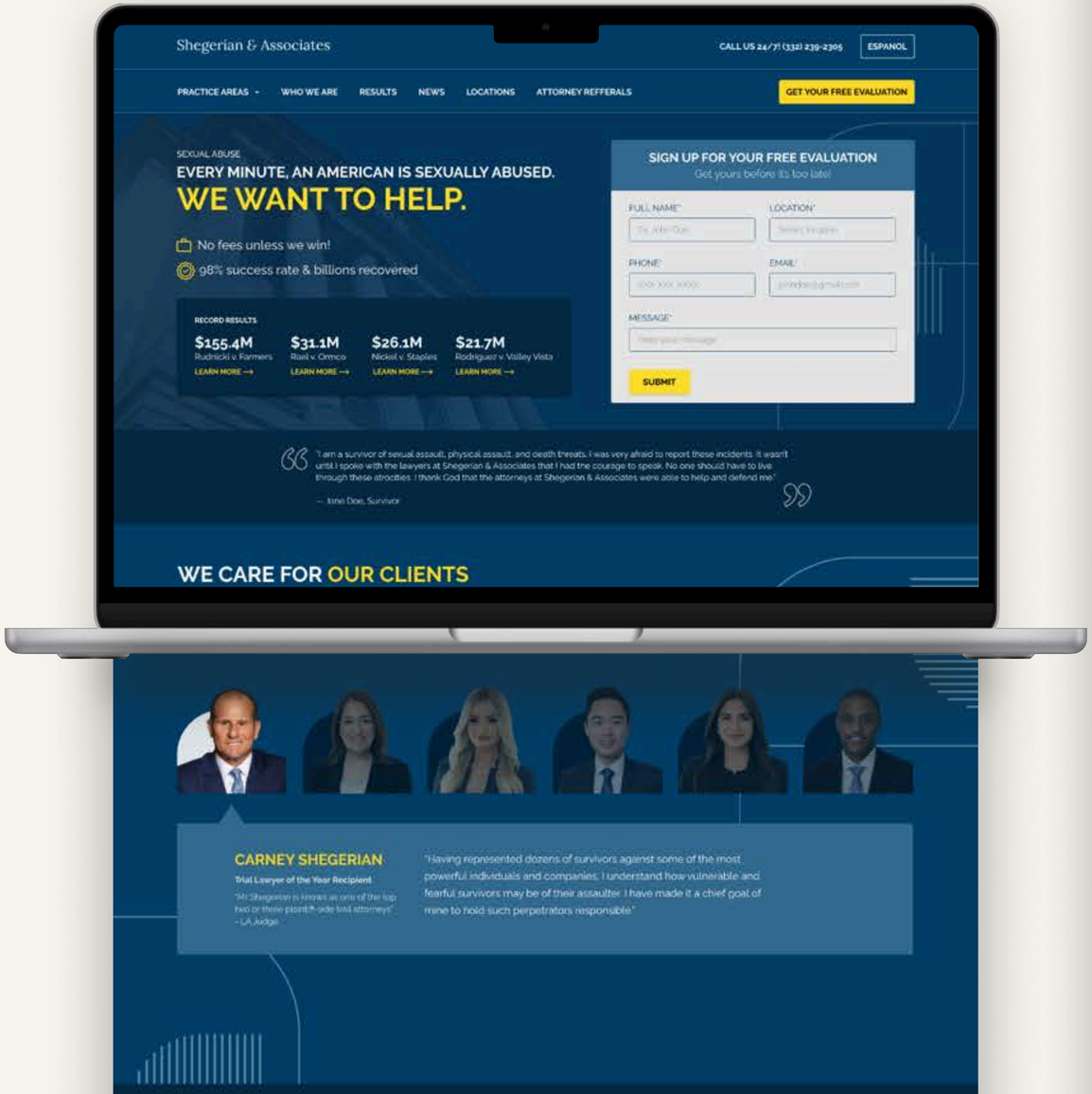
Before

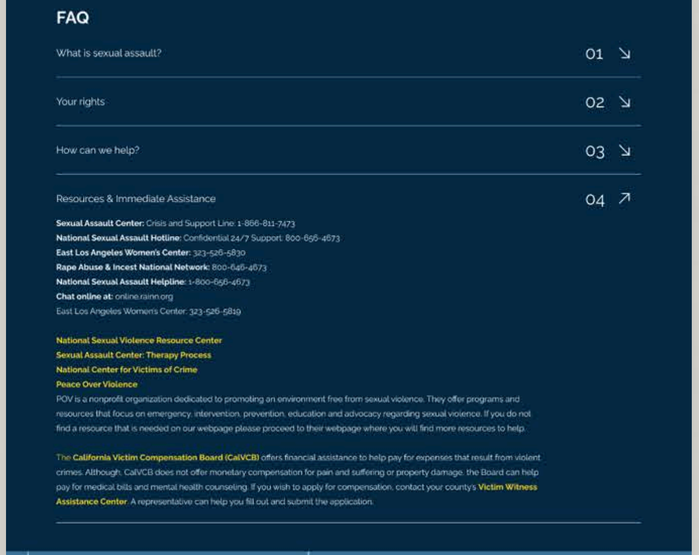


After



Sample Designs *Service Page





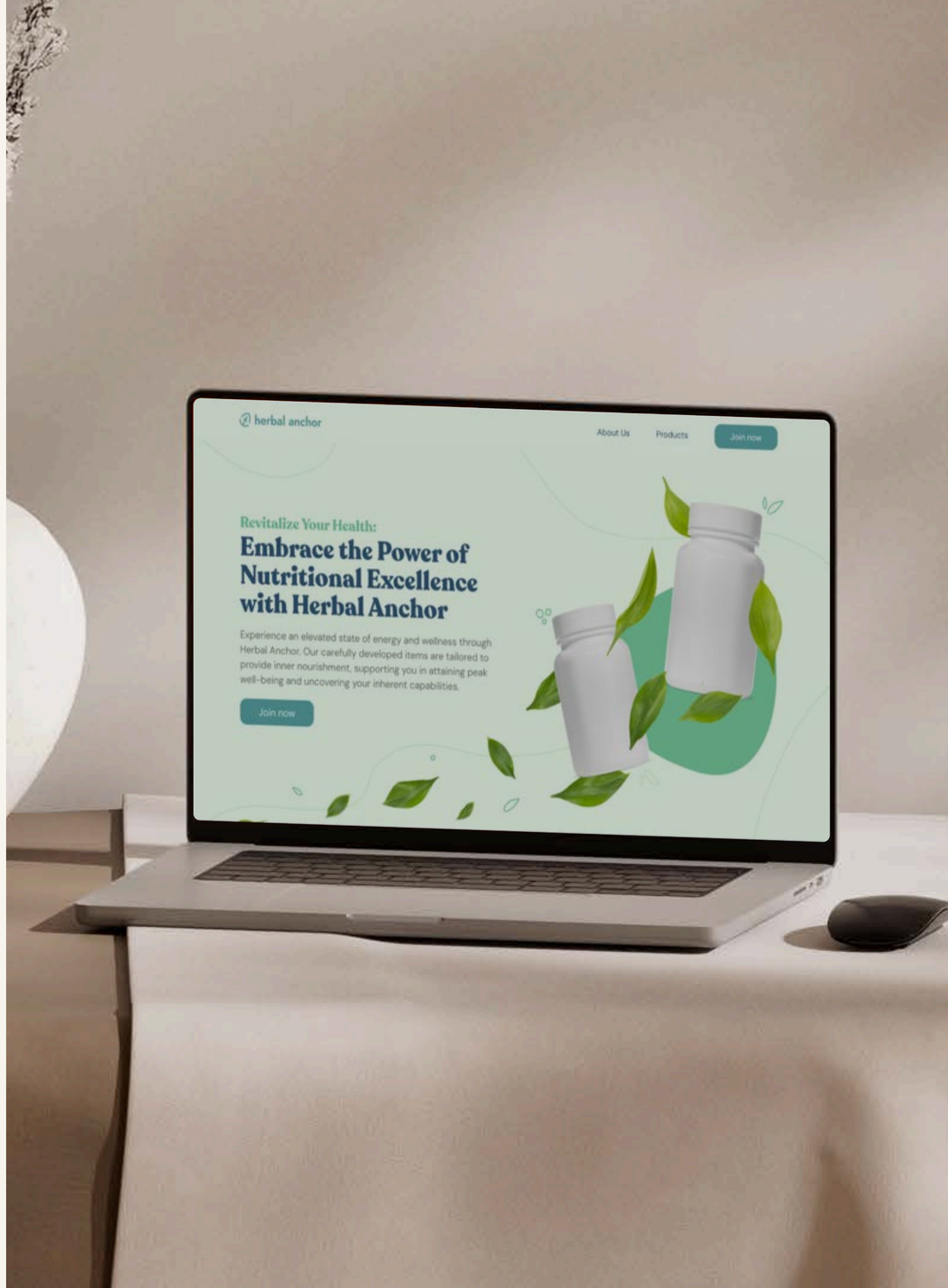




Crafting an on-brand landing page for a new supplement brand

herbal anchor

Herbal Anchor · Landing Page · Web Design



The Challenge

In a crowded supplement market, new brands struggle to gain trust and stand out without a strong, clear, and authentic digital presence.

The Goal

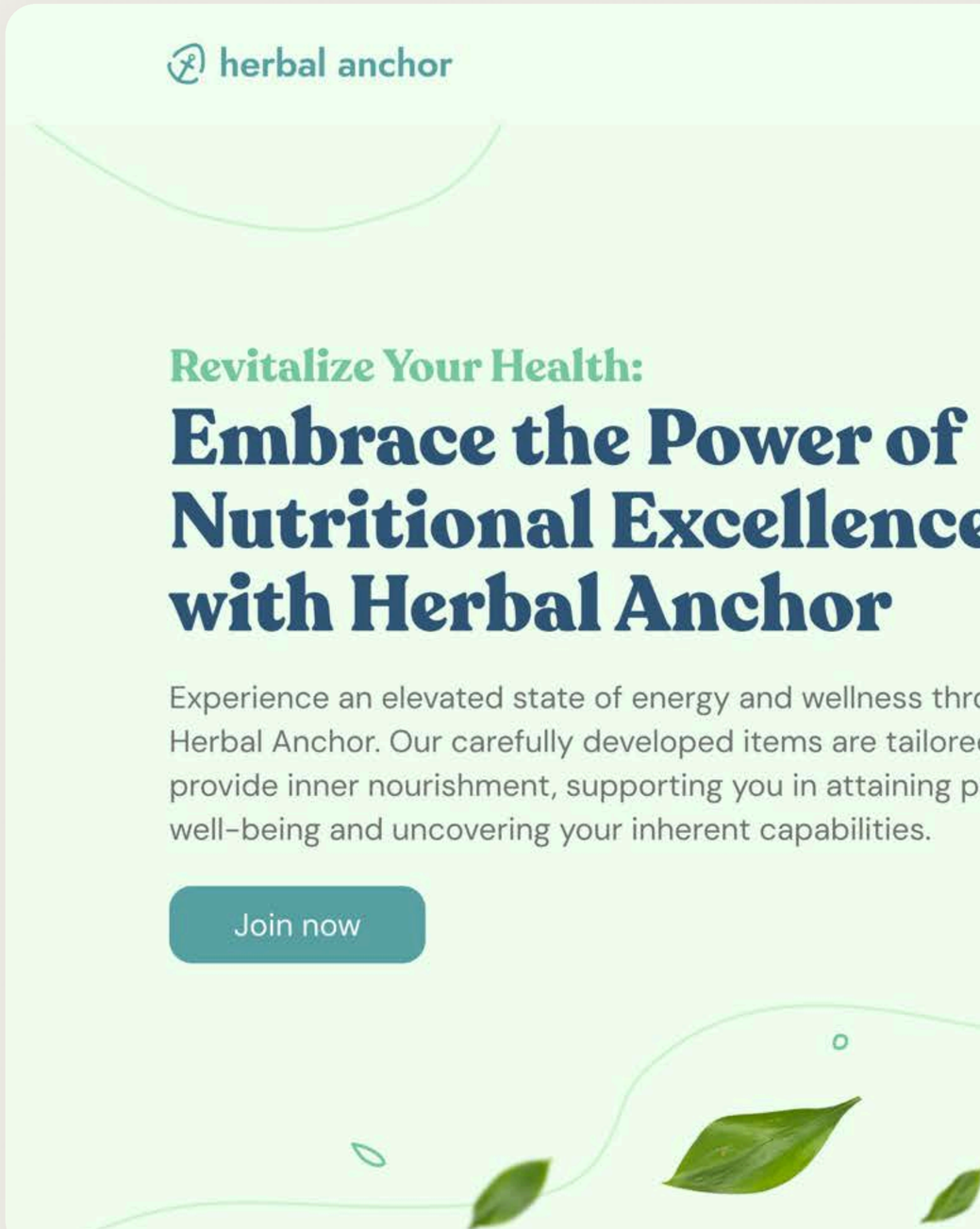
Design a landing page that clearly communicates Herbal Anchor's natural, premium, and trustworthy brand values to engage health-conscious users and encourage exploration.

Deliverables

- Final Design

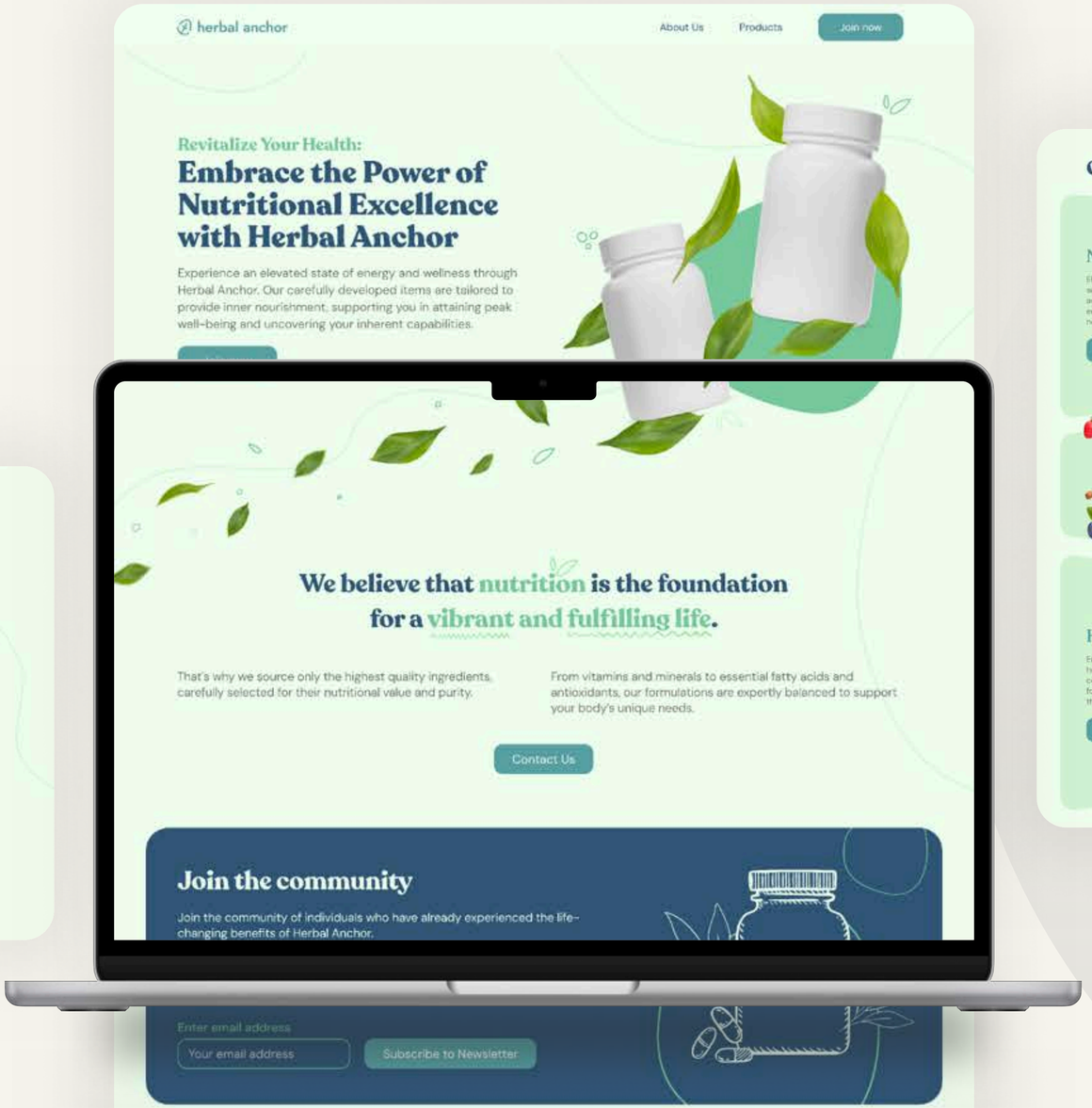
Tools

- Adobe XD

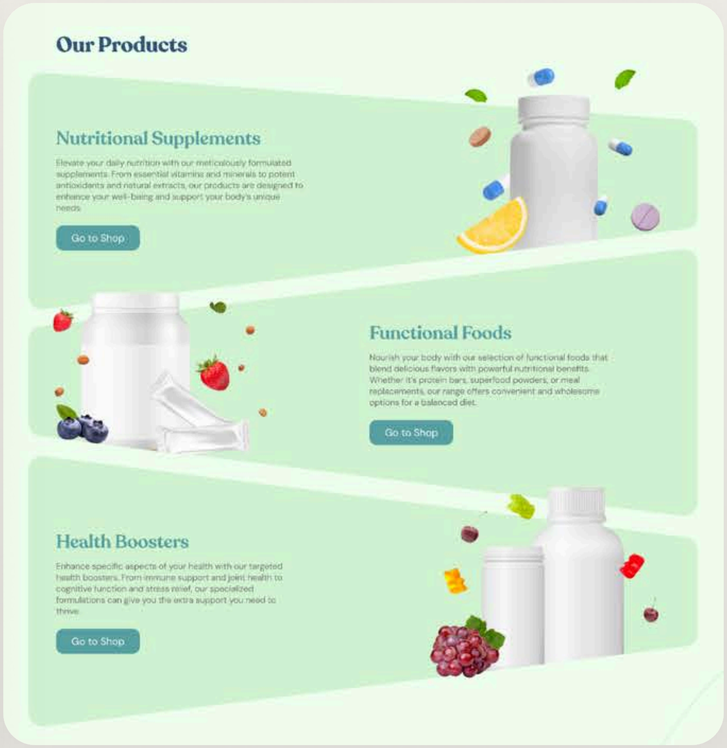


Herbal Anchor • Landing Page • Web Design

Final Design





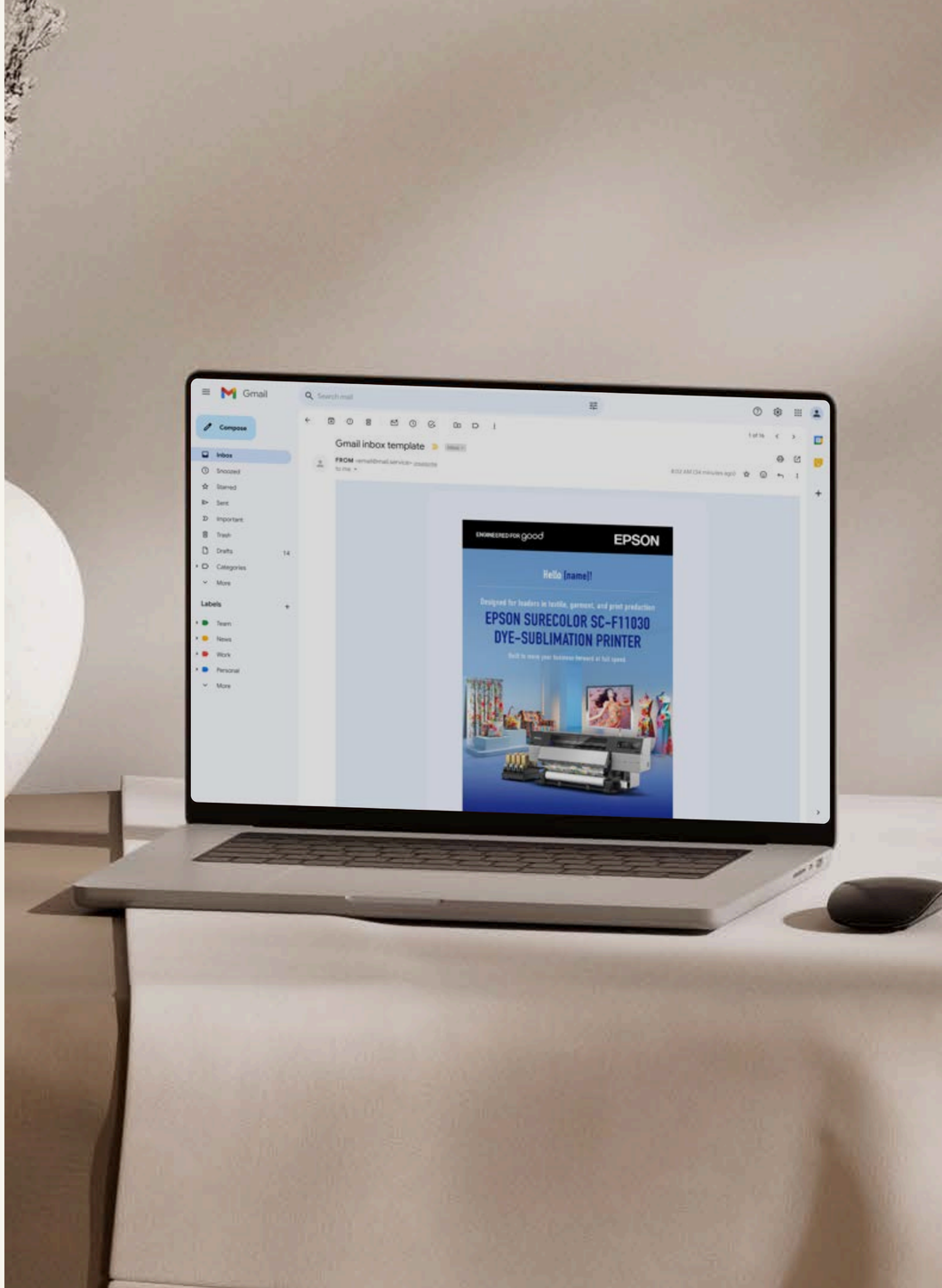


Herbal Anchor • Landing Page • Web Design

Making product promotion seamless across inboxes

EPSON

Epson • Email Campaigns • Web Design



The Challenge

The client needed email campaigns to showcase their featured product(s) of the month

The Goal

Design an email campaign to boost awareness for the client's printer and projector line, ensuring users quickly understand the product benefits.

Deliverables

- Email Designs
- Photo Manipulation

Tools

- Figma
- Adobe Photoshop

Epson • Email Campaigns • Web Design



Sample Designs









Epson • Email Campaigns • Web Design

Infographics

1

Eurobel

How to choose the right color rug for your space

2

Meyers Printing

Retail Sustainability: Trends, Strategies, and Packaging Tips

3

Manila Recruitment

The Hiring Funnel:
A step-by-step visual guide to successful recruitment

How to choose the right color rug for your space: A Guide



eurobel
RUGS + CARPETS

Eurobel · Infographic

The Challenge

The client aims to educate their audience on choosing the most suitable rugs for their space by helping them evaluate options based on key design and lifestyle factors.

The Idea

I curated and organized images that best matched the content, ensuring each visual supported the message and kept readers engaged. I also prioritized clarity and layout to enhance overall readability and user experience.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop

Eurobel · Infographic





Retail Sustainability: Trends, Strategies, and Packaging Tips



MEYERS

Meyers Printing · Infographic

The Challenge

The client aimed to communicate complex sustainability trends and strategies in packaging to a wide audience while keeping the content engaging and easy to follow.

The Idea

The assets chosen were carefully chosen and made to fit the text provided and I structured the layout of each sections based on it.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop

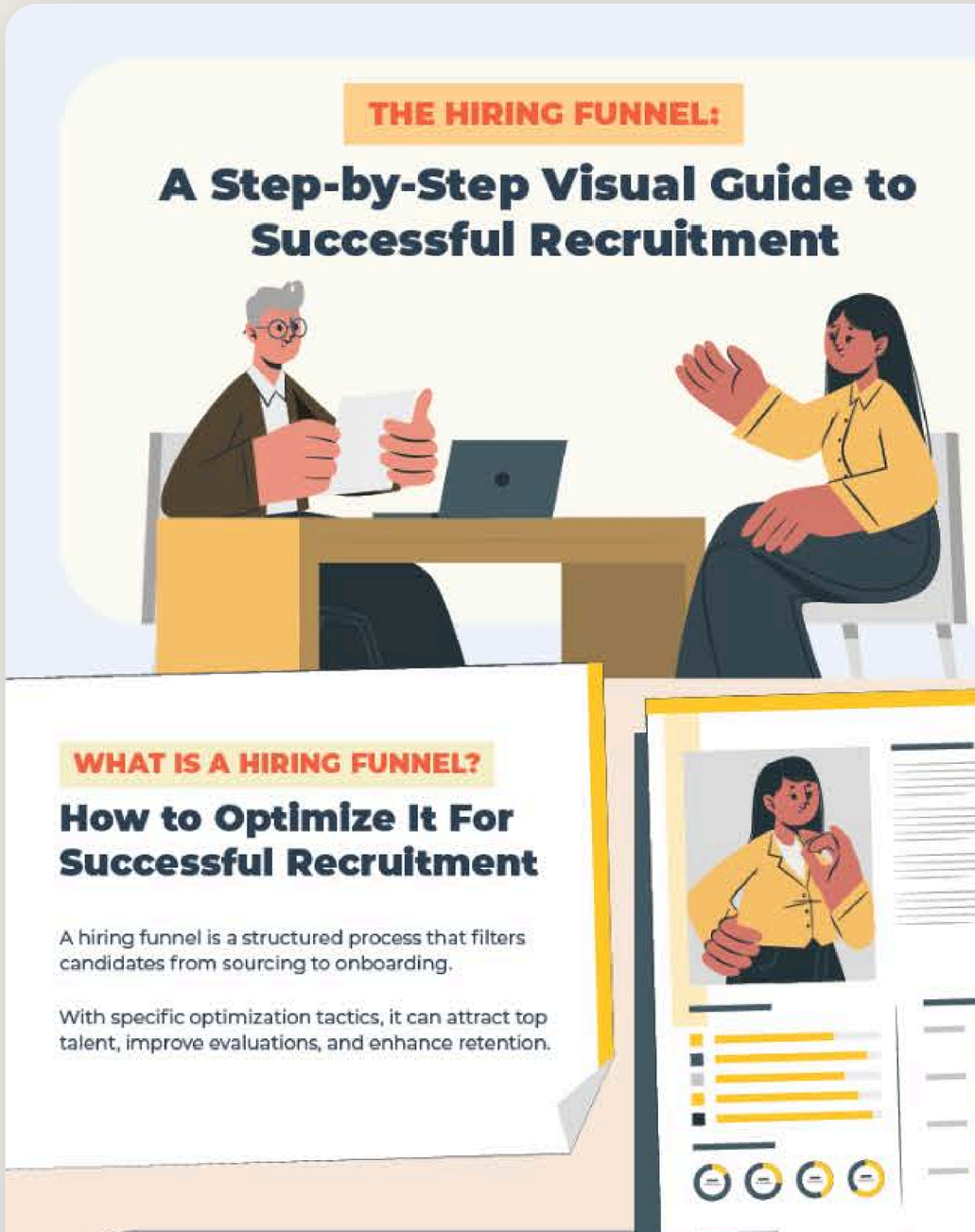
Rush • Infographic







The Hiring Funnel: A step-by-step visual guide to successful recruitment



MANILA RECRUITMENT

Manila Recruitment · Infographic

The Challenge

To make a step-by-step hiring funnel guide easier to understand and more engaging for recruiters and hiring managers.

The Idea

I wanted the infographic to be relatable and easy to digest where it's also engaging to look at. Since there is resumes used during recruitment, I chose that along with other similar assets to support the text provided. To make it engaging at the lowest part of the infographic, using a funnel also felt fitting as it's presented as stages too.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop

Rush • Infographic





Display Ads

PPC Banners

1

RCBC Credit

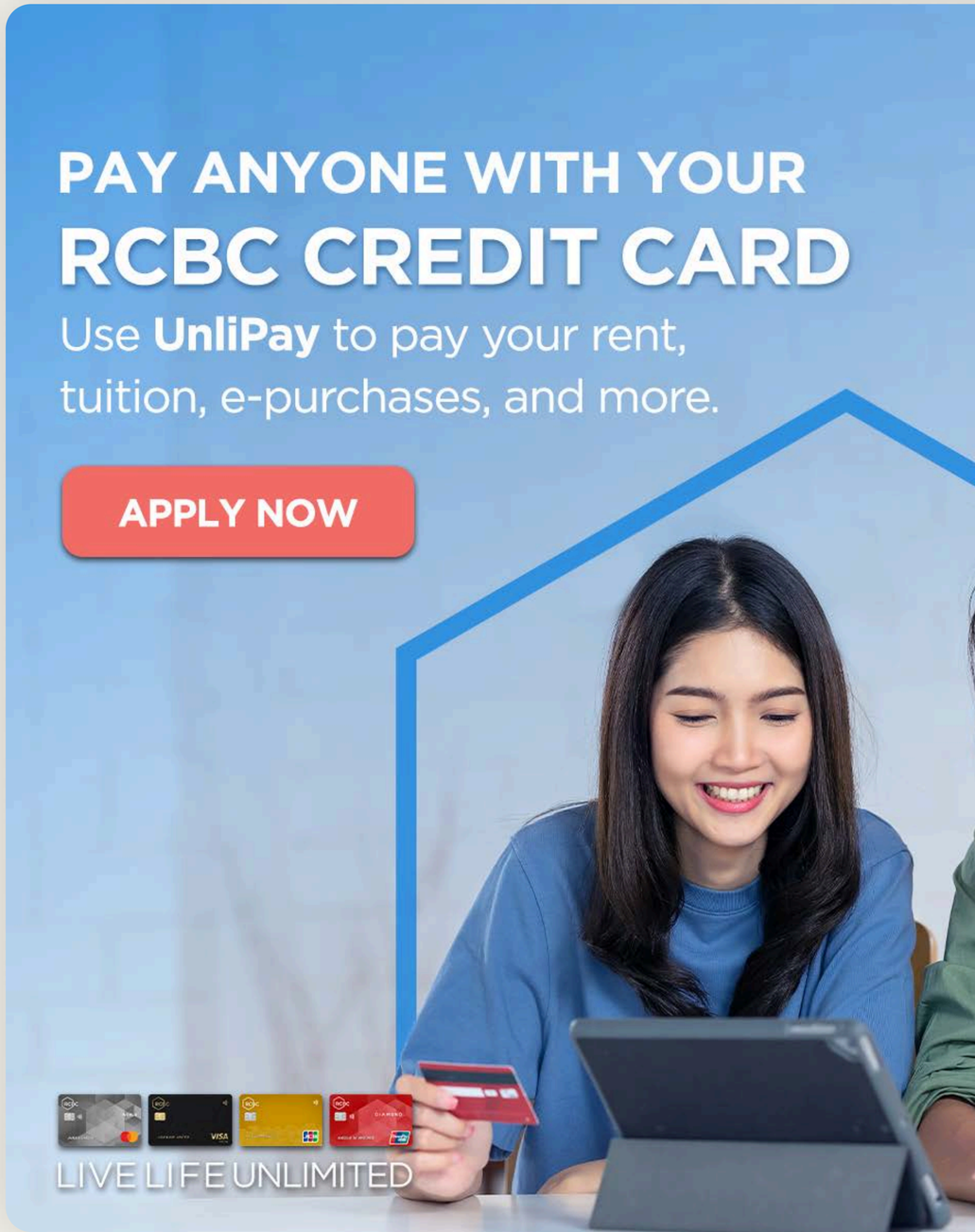
Creating engaging digital banners to highlight flexible payment solutions

2

Veritas Pay

Highlighting the benefits of the brand’s POS solution

Creating engaging digital banners to highlight flexible payment solutions



RCBC Credit • Display Ads

The Challenge

to simplify a complex financial offering into easy-to-digest visuals while maintaining brand consistency, visual appeal, and message clarity across different use cases from lifestyle spending to essential purchases.

The Idea

Each layout was optimized for readability, strong visual hierarchy, and emotional relatability, with a clear CTA and consistent use of the RCBC branding system.

The Result

The campaign successfully communicated key benefits in under 5 seconds of visual engagement, driving clarity and conversion for both new and existing credit card users.





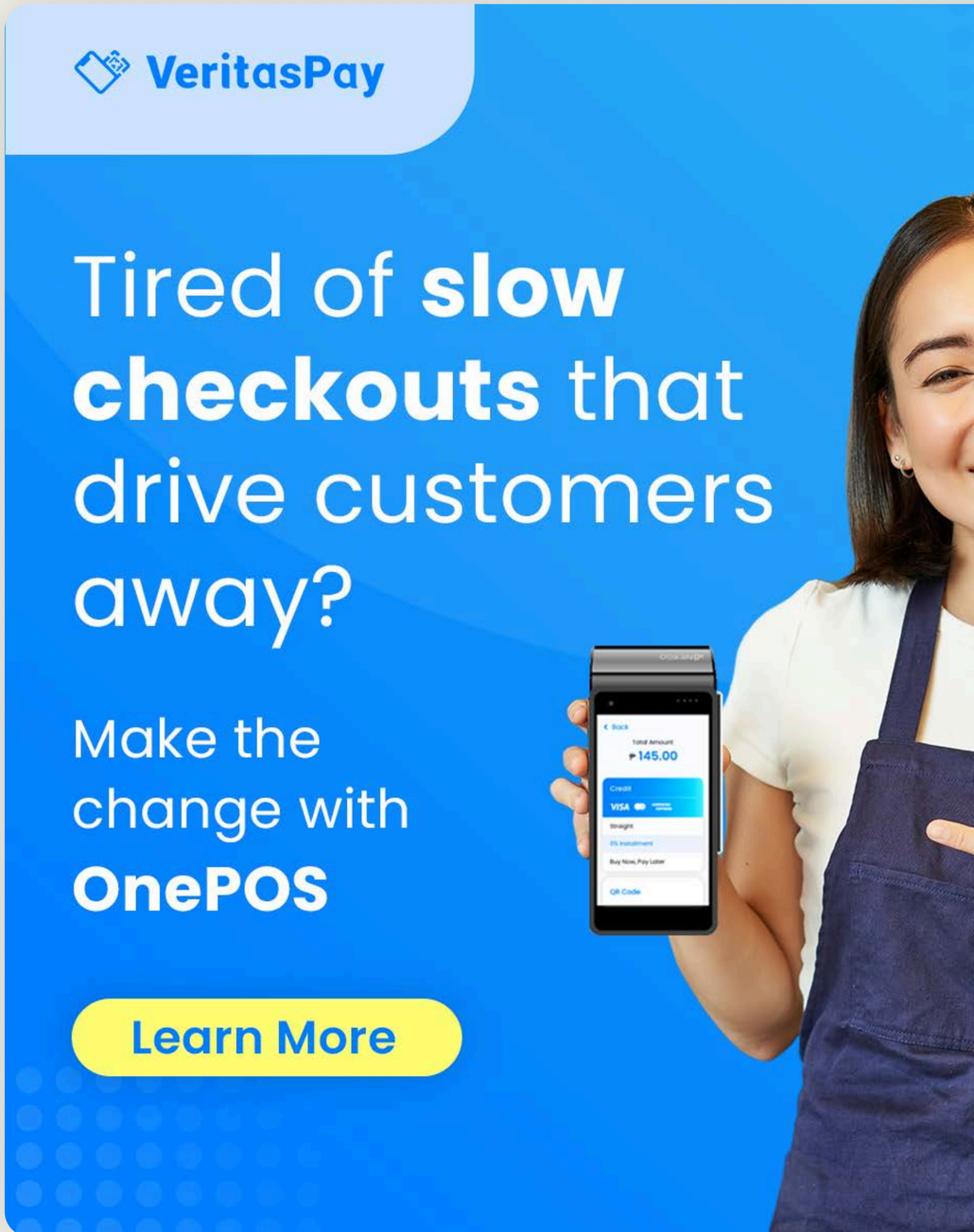


RCBC Credit • Display Ads

Highlighting the benefits of the brand's POS solution

VeritasPay

Veritas Pay • Display Ads



The Challenge

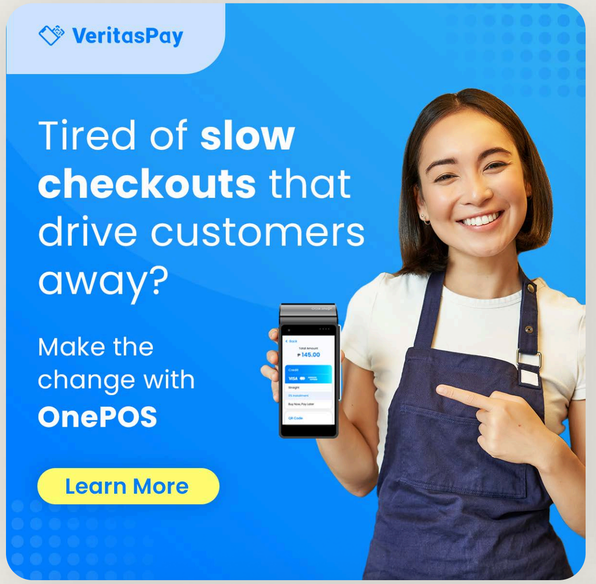
To communicate the technical benefits of their products in a simple and relatable way for business owners.

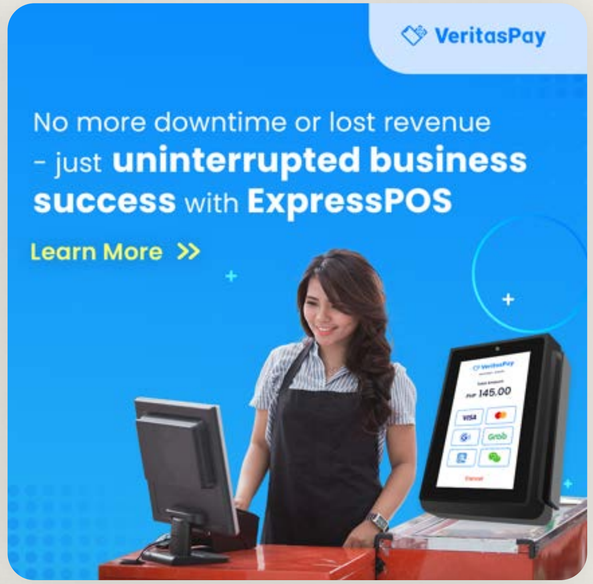
The Idea

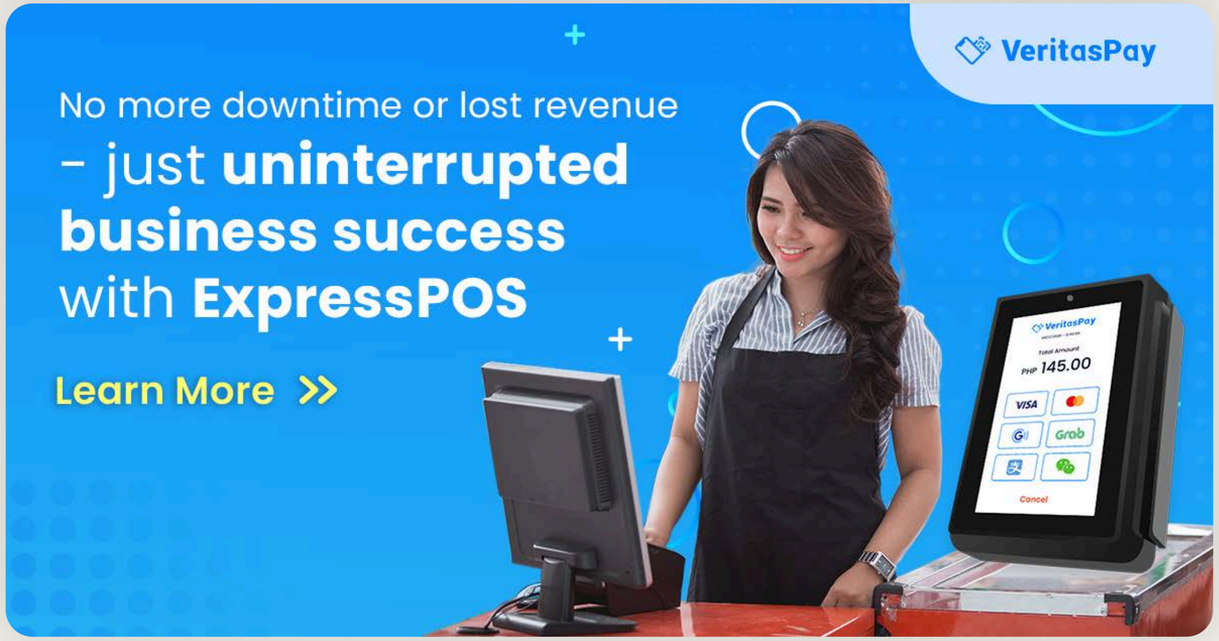
To have a similar look and feel for the banners to be consistent with the branding and create a cohesive and professional campaign that reinforces the brand's identity.

The Result

By using clear, benefit-driven messaging and relatable imagery, the ads effectively highlighted the value of their product, making it easy for the target audience to understand and consider.







Veritas Pay • Display Ads

Social Media Banners

1

Shegerian & Associates

Creating a professional social media campaign to highlight the brand’s expertise

2

Sweet Slice

Boosting sales through social media campaign

Creating a professional social media campaign to highlight the brand's expertise



Shegerian & Associates

Shegerian & Associates • Social Media Banners

The Challenge

To create a consistent, professional visual identity that could be used for various types of content.

The Idea

I used consistent color, typography and strong visual hierarchy, allowing for easy consumption of different content types.

The Result

Positioned the brand as a credible and professional firm where it effectively built trust and showcased the firm's expertise to its social media audience.





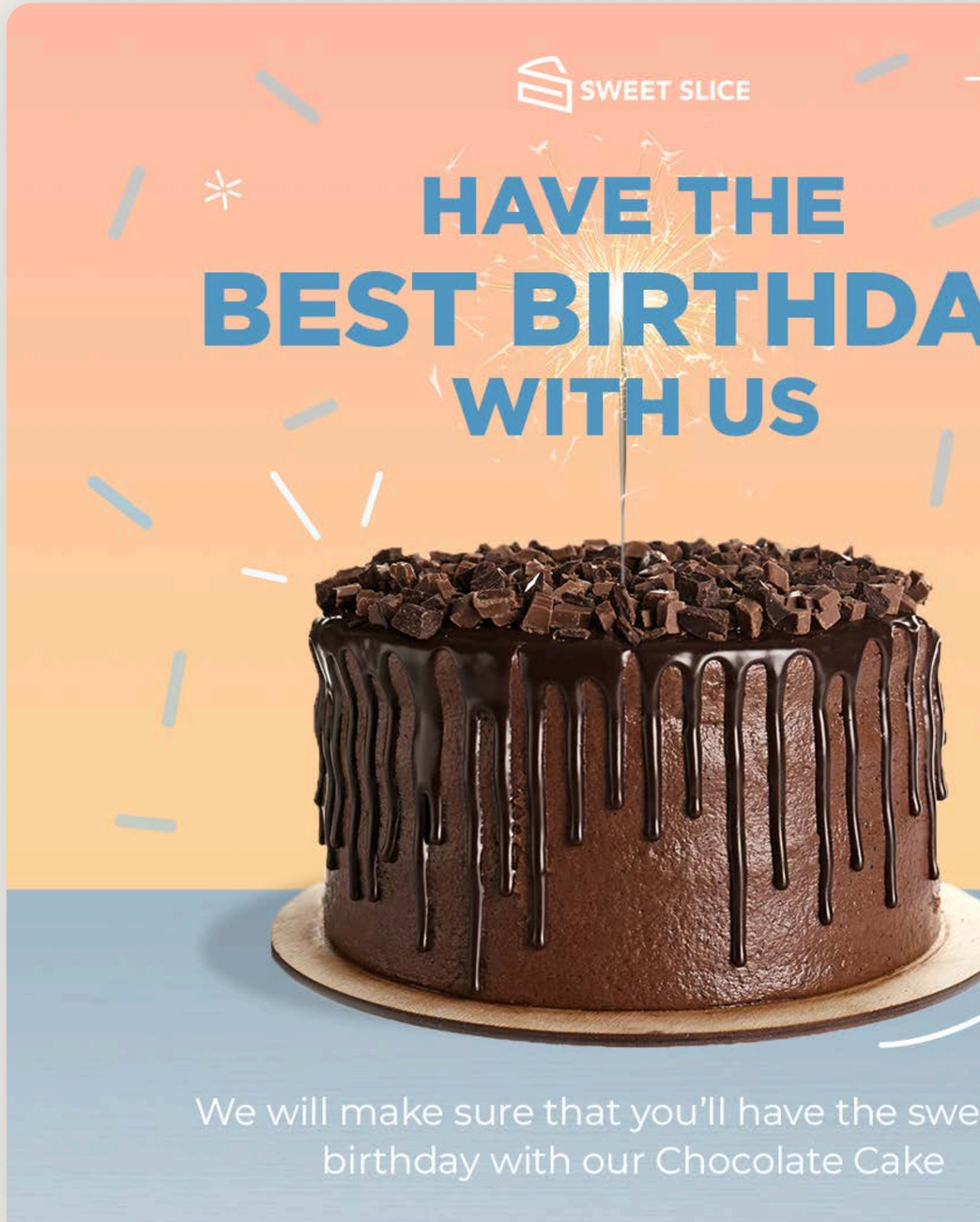


Shegerian & Associates • Social Media Banners

Boosting sales through social media campaign

SWEET SLICE

Sweet Slice • Social Media Banners



The Challenge

To create a campaign that would not only showcase their delicious cakes but also clearly communicate special promotions and the convenience of their online ordering service.

The Idea

I stuck with a clean and simple layout to communicate promotions and services clearly. Ad designs were varied to serve different purposes, from direct sales offers to online ordering announcements.

The Result

The campaign successfully captured the essence of the Sweet Slice brand, making their cakes look irresistible.







Sweet Slice • Social Media Banners



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