

Justin Jeff L. Barte

Senior UI/UX Designer · AI Automations Engineer · Digital Marketing Manager



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SUMMARY

Senior UI/UX Designer, AI Automations Engineer and Digital Marketing Manager with 5+ years of experience in product design, AI automation, social media and web development. 2x TESDA Gold Medalist in Graphic Design Technology. Currently applying AI automations in digital marketing at Host Digital (UK) and leading full-time product design on an in-house team.

EXPERIENCE

In-house Product Team

Remote · PH / UAE

Senior UI/UX Designer

2025 – Present

- One of the focal designers of Onfinity, a workspace suite built from scratch, and a companion meeting app.
- Lead end-to-end product design, from user research and wireframing to high-fidelity Figma prototypes and engineering handoff.
- Built and maintain a scalable design system that keeps every product surface visually and functionally consistent.
- Work with engineering to ship pixel-accurate features on schedule, iterating on user feedback and usability data.
- Define UX strategy and run usability reviews to improve satisfaction and task completion.

Host Digital (UK)

Remote

AI Automations Engineer / Digital Marketing Manager

June 2025 – Present

- Build AI agents and automation systems for email marketing since November 2025: personalization, lead nurturing and campaign sequencing across the client stack.
- Apply AI-powered workflows with modern LLM tools to cut manual overhead and improve campaign results.
- Run campaigns across email (Klaviyo, Omnisend), SMS and social, and manage Shopify stores and websites, including Happy Little Doers (UK) and The Handmade Soap Company (Ireland).
- Analyze campaign data to drive content decisions, and produce digital and print assets aligned with each brand's goals.

Plotd Creative Agency

Negros Oriental

Founder & CEO

2026 – Present

- Founded a creative agency offering UI/UX design, branding, web development and digital marketing to local and international clients.
- Lead discovery, strategy and delivery, from brand identity and website builds to social media and campaign management.
- Personally built and shipped Tempo (time tracking), Clipd (screen recording), Stacked (live pickleball stacking), Kephalos (esports hub), Attendance Checker and more.

SUCC Multipurpose Cooperative – Silliman University

Dumaguete City

Jr. IT Administrator / Creatives Director

July 2024 – June 2025

- Directed digital and print creative output, managed social media content, and designed the cooperative's website with UI/UX improvements.
- Produced pubmats, print media and event collateral for organization-wide campaigns.

Various Companies & Esports Organizations

Negros Oriental

Freelance UI/UX Designer & Brand Designer

2020 – 2025

- Worked with design teams on UI/UX projects as a junior designer: wireframing, prototyping and visual design for web and mobile.
- Delivered branding, visual identity, logos, social media kits and event collateral for local businesses and esports organizations.

Hideout Bayawan & SK Maayongtubig

Negros Oriental

Graphic Designer / Social Media Manager

2023 – 2025

- Managed social media and created visual content for a hospitality brand and a government youth organization, building consistent brand voices and driving engagement on both accounts.

EDUCATION

Asian College Dumaguete

Dumaguete City

Bachelor of Science in Information Technology

2022 – 2026

SKILLS

AI & Automation	AI Agent Development, LLM Integration, Prompt Engineering, Workflow Automation, n8n, Claude API, OpenAI API
Design	Figma, Adobe Suite, UI/UX Design, Product Design, Design Systems, Wireframing, Prototyping, User Research, Graphic Design, Brand Identity, UI Animation
Development	HTML, CSS, JavaScript, Node.js, React, PHP, Shopify, Web Development, CMS Management
Marketing	Digital Marketing, Social Media Management, Email Marketing (Klaviyo, Omnisend), SMS Marketing, SEO, Copywriting, Content Strategy, Campaign Management, Analytics
Motion	Video Editing, Motion Graphics, Brand Intros

- ACHIEVEMENTS
- ♦ Gold Medalist, Graphic Design Technology · 2023 TESDA Regional Skills Competition (Cebu City)
 - ♦ Gold Medalist, Graphic Design Technology · 2023 TESDA Provincial Skills Competition (Negros Oriental)
 - ♦ Champion · Dauin Tourism On-the-Spot Logo Design and T-Shirt Making Contest