

Kir Peñalber

Design Engineer with 4 years experience

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EXPERIENCE

President, User Experience Society

Jun 2024 - Present

- Revived the organization from dormancy, reestablished organizational processes, and currently lead a community of 200+ aspiring UX professionals.

Co-Founder & Chief Product Officer, Cogni

Sep 2024 - Dec 2024

- Led product roadmapping and B2C go-to-market strategy alongside the founding team for an AI voice tutor.
- Designed product architecture and user experience flows while validating technical feasibility with engineering.
- Built foundational team processes and documentation systems using Campsite, Linear, and Notion.

Founding Designer, Boozt.io

Nov 2022 - Jul 2023

- Led end-to-end product design for a two-sided marketplace, from initial concept to viral beta launch.
- Crafted the frontend visual system and interaction design, with features validated through user research with key stakeholders such as Tier One Entertainment and Disney talent.
- Established the brand's logo and visual identity that resonated with the creator community.

- Managed social media channels and content strategy, which contributed to the platform's growth to 200 creators and 5,000 end users.
- Collaborated with the founding team on product strategy and business direction. The team secured ₱8,000,000 in government pre-seed funding (DOST-PCIEERD)

Founding Designer, LYON Software Technologies, Inc.

Apr 2021 - Jul 2023

- Pioneered and established UX and design thinking in the product development team.
 - Designed and shipped multiple apps - community, livestream, and chat platforms - which collectively generated over ₱12,000,000 in user earnings.
 - Partnered with CTO and Product Manager on user research, product strategy, and go-to-market planning.
 - Led customer success initiatives for key clients including CIIT, DLSU SoLL, and ARCHcon Cebu.
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PROJECTS

Ateneo Orientation Seminar Website 2024, Web Management Deputy

Jun 2024 - Jul 2024

- Developed the frontend of OrSem 2024: Mithi's website, serving over 800 incoming freshmen at Ateneo de Manila University.
- Created the first-ever mobile-responsive design, delivering completely refreshed visuals across all screens compared to previous years.
- Improved features including a Block Generator and interactive Campus Map, rated as favorite features by 85.7% and 80.4% of users respectively.

Design Thinking | User Experience Summit 2024, Co-Organizer

Jul 2024 - Aug 2024

- Co-organized the DT|UX Summit 2024 with Singapore Polytechnic and Ateneo Business Resource Center. This week-long summit was held for the first time in the Philippines, with Don Norman as keynote speaker.
- Received personal commendation from Don Norman, the father of User Experience Design, for my leadership and management skills.

EDUCATION

Ateneo de Manila University, Bachelor of Science in Management Information Systems (BS MIS)

Aug 2022 - Jun 2026

- Specialization in Data Science and Analytics

Las Piñas City National Science High School, Science, Technology, Engineering, and Mathematics (STEM)

Jun 2016 - Apr 2022

- Graduated with Highest Honors (Grade: 98%)
 - Ranked among the top 5 in Grade 11 and 12
 - Awarded as Best in Research and Innovation
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TALKS & WORKSHOPS

A Crash Course in Design Thinking

User Interface & User Experience Study Jam

Google Developer Student Clubs - Pamantasan ng Lungsod ng Maynila

April 2025

How to Reclaim AI as Your Creative Ally in Design

EmpowerHER: Women Leading the Digital Revolution

The Bastion & Association of Information Management

March 2025

Fundamentals of Collaborative Desktop Publishing Layout Design

Campus Journalism Training for Schools Press Conference

Las Piñas East National High School

June 2023

SKILLS

Programming Languages	JavaScript/TypeScript, Python, SQL, HTML, TailwindCSS
Frameworks	React, Astro.js, Next.js, TensorFlow, PyTorch
Tools	Git, Tmux, Figma, Tableau, Claude Sonnet 3.7, Whimsical
Competencies	Product Design, Visual Design, Interaction Design, Prototyping, Systems Thinking, Frontend Engineering, Cloud, Machine Learning, Business Analysis, Project Management, Rapid Skill Acquisition