

Kir Peñalber

Design Engineer

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EXPERIENCE

Product and Growth Design Intern, Swarm

Jun 2024 - Present

- Designed and developed high-impact landing pages, including the first-ever Philippine AI Report, a case study hub, and Intelligent Document Processing (IDP) solution pages that drive enterprise client acquisition.
- Starred in content creation reels that garnered 32+ hours of watch time and performed well among Swarm's growth materials.

President, User Experience Society

Jun 2024 - Present

- Led a 65+ person team to revive the organization from a 3-year hiatus, growing our community to 200+ members and achieving 200x social media growth.
- Launched flagship programs including UX University design competition, UX Crawl industry visits (GCash, Maya), and technical workshops reaching 200+ participants cumulatively.
- Co-hosted DT|UX Summit 2024 with Don Norman keynote in partnership with Ateneo Business Resource Center and Singapore Polytechnic.

UX Design and Frontend Intern, Ateneo Laboratory for the Learning Sciences

Jun 2025 - Jul 2025

- Conducted a UX audit of two community-based geospatial applications and identified their pain points in visual design, content organization, and usability patterns.
- Led a complete frontend redesign of 24+ components that passed internal user acceptance testing.

Founding Designer, Boozt.io

Nov 2022 - Jul 2023

- Led product design and brand strategy for Boozt, a two-sided marketplace connecting Filipino content creators with fans to make creativity a sustainable full-time career.
- Designed the entire product experience from initial concept to viral beta launch, creating intuitive creator monetization tools and fan engagement features that balanced both sides of the marketplace.
- Built the complete frontend visual system and interaction design, validating features through user research sessions with major entertainment partners including Tier One Entertainment and Disney talent.
- Created Boozt's brand identity from the ground up, designing the logo and visual identity that resonated authentically with the Filipino creator community and drove organic adoption.
- Managed social media strategy and content development, growing the platform from zero to 200 active creators and 5,000+ users during the beta phase.
- Collaborated with the founding team on product strategy and business direction. The team secured ₱8M in government pre-seed funding from DOST-PCIEERD.

Founding Designer, LYON Software Technologies, Inc.

Apr 2021 - Jul 2023

- Pioneered and established UX and design thinking practices across the product development team with 3 software engineers.
- Designed and shipped a multi-platform suite including community, livestream, and chat applications that collectively generated ₱12M+ in user earnings, including the user interface, visual design, interaction design, and several landing pages.
- Collaborated directly with CTO and Product Manager on user research, product strategy, and go-to-market strategy for the product v2 launch, incorporating direct client feedback from support sessions to inform design decisions.
- Led customer success, managing enterprise client relationships through Intercom and direct engagement with major accounts including CIIT, DLSU School of Law, and ARCHcon Cebu.

PROJECTS

SME Inventory Management System, Project Manager

Jun 2024 - May 2025

- Led requirements analysis as project lead, then solely designed and developed Lowtemp Corp's inventory system with full CRUD functionality for suppliers, inventory, alerts, and transactions, managing 500+ SKUs across 2 warehouses serving TongYang and Dunkin Donuts.

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.
- Led a team of 20+ volunteers to manage event logistics for 2,000+ attendees.
- Received personal commendation from Don Norman, the father of User Experience Design, for my leadership and management skills.

Orwell - AI Writing Analyzer, Developer

Oct 2024 - Nov 2024

- Built an AI essay analysis tool using DistilBERT and a feedforward neural network to preserve the slow craft of thought. Trained the model on 2,000+ technical software blogs and stitched the dataset using Python.

EDUCATION

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

Aug 2022 - Jun 2026

- Specialization in Data Science and Analytics

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

SKILLS

Programming Languages	JavaScript/TypeScript, Python, SQL, HTML, TailwindCSS
Frameworks	React, Astro.js, Next.js
Tools	Git, Figma, Claude Sonnet 4, Whimsical
Competencies	Product Design, Visual Design, Interaction Design, Prototyping, Systems Thinking, Frontend Engineering, Cloud, Machine Learning, Business Analysis, Project Management