

# Mary Gillan Frances G. Ropero

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## Career Summary

A Google-certified Agile UI/UX Designer who translates comprehensive user research into intuitive interfaces and scalable design systems. By bridging strategic storytelling and hands-on front-end development with HTML, CSS, and JavaScript, I guide digital products from early discovery through developer-ready execution.

## Core Competencies

**Technical:** UX Research, UX Writing, Information Architecture, Wireframing and Prototyping, Search Engine Optimization, HTML, CSS, JavaScript, Social Media and Website Management

**Tools:** Figma, VS Code, Adobe XD, Adobe Photoshop, Adobe InDesign, WordPress, Google Suite, Microsoft Office Suite, Asana, Notion, OpenProject

**Soft Skills:** Problem Identification and Solving, Agile, Fast-paced thinking, Experience Design and Strategy, User Empathy, Reporting, Communication, Collaboration

## Key UI/UX Design Experience

- End-to-End Design & Front-End Execution: Created WCAG-compliant wireframes and prototypes in Figma based on comprehensive UX research—including user personas, competitive audits, and user flows—and actively built them into highly efficient websites.
- Design Systems & UX Governance: Created a UX component library and a Design Language that contains editorial guidelines to standardise tone, labels, and CTAs across four distinct design teams, and built a custom GPT to generate consistent, human-centric copy across all online channels.
- Enterprise Application & Content Strategy: Structured the UX flow and information architecture for an employee super app while writing SEO-compliant B2B articles and communication materials, drawing on a strong background in multimedia journalism.

## Professional Experience

### INSPIRE DIGITAL

#### Website Designer and Content Builder

Philippines

Scotland, UK

July 2025 - Present

- Creates WCAG-compliant wireframes and prototypes using Figma based on UX Research and builds them into efficient, high-converting websites
- Conducts UX Research (user personas, competitive audit, user flow, user journey) to inform designs
- Created a UX component library to enable quicker and more efficient wireframing
- Writes and edits UX copy, SEO-compliant blog articles
- Optimises the search engine ranking of clients by designing and building PPC landing pages
- Joins calls with clients to hear what they are looking for, review pages, gather feedback, and keep things moving

### GLOBE TELECOM

#### Senior UX Writer

Philippines

July 2024 - November 2025

- Created the GlobeOne 2.0 Design Language - a glossary for tone of voice, labels, terms, and call-to-actions (CTAs) used across Globe online channels
- Created a GPT using the GlobeOne 2.0 Design Language to quickly generate consistent, human-centric copies
- Created UX copy for four (4) design teams and ensured consistency across all channels
- Designed UX flow for modals and information architecture for inner screens
- Continuously iterated on UX copy to improve user metrics and helped the UX Research team with A/B testing

### FREELANCE

#### UI/UX Designer

Remote

September 2022 - July 2024

- Collaborated with clients to understand their design needs and project objectives
- Created visually appealing and user-centred designs for various digital platforms
- Conducted thorough research to understand target audiences, industry trends, and design best practices
- Created wireframes and prototypes to visualise design concepts and user flows
- Optimised designs for various devices and screen sizes, ensuring responsiveness and cross-browser compatibility

## EMAPTA GLOBAL

Philippines

### Senior Content Writer

August 2022 - June 2024

- UX writer for employee super app My Emapta, constructing user flow and information architecture
- Wrote and edited email campaigns, client-facing landing pages, newsletters, press releases, and other communication materials
- Wrote SEO-compliant B2B articles through interviews, research, and analysis of the subject matter
- Developed and implemented internal communication strategies to keep employees informed and engaged

## ABS-CBN CORPORATION

Philippines

### News Writer, Section Editor

May 2017 - August 2022

- Wrote news and business articles for news.abs-cbn.com (<https://muckrack.com/gillan-ropero>)
- Wrote about the Philippines' COVID-19 pandemic response as health beat reporter

## GMA NETWORK INC

Philippines

### Online Content Producer

September 2016 - December 2016

- Wrote articles for award-winning lifestyle TV show Biyahe ni Drew.
- Produced and edited videos, photos, graphics, copies for social media accounts
- Managed the social media accounts (Facebook, Twitter, Instagram) of seven GMA Public Affairs shows
- Presented reports on the growth of social media accounts in terms of engagements, impressions, and reactions

## Certifications

### Google UX Design Professional

Coursera - September 2023

### Digital Skills: User Experience

Accenture - January 2023

### Google Agile Essentials

Coursera - August 2026

### UX Writing Fundamentals

LinkedIn Learning - July 2024

### Agile Methodology

Globe University - September 2025

### UX Foundations: Information Architecture

LinkedIn Learning - October 2024

### Google AI Professional

Coursera - August 2026

### Technical SEO

LinkedIn Learning - February 2023

## Education

### University of Santo Tomas

Manila, Philippines

Bachelor of Arts in Journalism

GPA: 3.5/4

2012-2016

Latin honor (Cum Laude)

## Awards

### Thomson Reuters Foundation Grant - October 2021

[For some youth, why an online game became an income option despite risks](#)

### 2015 Philippine Quill Awardee

Video editor for "Age Doesn't Matter": A feature on young Filipino entrepreneur

