

Joshua Baldonado

UI/UX Designer

✉ baldojosh@gmail.com

☎ +639296851548

in linkedin.com/in/joshua-baldonado

🔗 joshbaldonado.com

Work Experience

UI/UX Designer - Contractor

Defiant Digital

July 2025 - Present

- Design and optimize conversion-focused UI/UX for e-commerce websites, landing pages, and digital products.
- Create wireframes, user flows, and high-fidelity designs for key journeys (homepage, product pages, cart, checkout).
- Design responsive, mobile-first experiences.

UI/UX Designer

Inchcape Digital

April 2023 - May 2025

- Enhanced user experiences for PartsLane, a B2B e-commerce platform for Subaru, Toyota, and Volkswagen automotive parts.
- Led the design and implementation of the Electronic Parts Catalog on the website, resulting in improved part search efficiency. [Link to case study](#)
- Contributed to the refinement and organization of the platform's design system, enhancing interface consistency.
- Led the implementation of mobile responsiveness across the entire website, resulting in enhanced usability and improved performance on mobile devices.
- Created a user experience for a CSV feature, enabling users to add items to the cart in bulk, which improved efficiency for large orders.
- Developed a prototype of the product, handling both UX design and front-end development, which is used by potential clients to test and experience the website.

Web Designer/Front End Developer

PurpleCow Digital Marketing

June 2020 - February 2023

Full-time remote work

- Designed and developed WordPress websites for Australian SMBs.
- Provided ongoing website maintenance and support, ensuring security, performance optimization, and timely updates for live WordPress sites.

Associate III - Web Development

Ingram Micro

April 2019 - March 2020

- Designed and built email newsletters for Ingram Micro global services clients.
- Responsible for doing various web-based tasks such as HTML/CSS edits and building landing pages.

Senior Web Designer

Personiv

June 2017 - February 2019

- Created a huge number of marketing websites using Camiyo and the WordPress platform.
- Created eCommerce websites with WordPress and WooCommerce tools built with Elementor plugin.
- Managed ongoing maintenance for multiple client websites, addressing issues related to performance, security, and updates, as well as troubleshooting and implementing improvements.

Skills

Design

UI Design

UX Design

Visual Design

Web Design

TOOLS

Figma

Canva

Adobe Creative Suite

Webflow

Elementor

Development

HTML

CSS

JavaScript

WordPress

TOOLS

VS Code

GitHub

React JS

Next JS

Tailwind CSS

Bootstrap

shadcn/ui

Astro JS

Education

Pamantasan Ng Cabuyao

Associate In Computer Technology

Major In Computer Programming