

Jeboy Compuesto

Product Builder (UI/UX, AI, Engineering) |

Co-Founder, Core Vizuals

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EXPERIENCE

Core Vizuals — Co-Founder | 2025–Present

- Founded and lead a creative production agency (Clients: NBA, L'Oreal, Igloofest, Evenko, and more).

Ateko Bell Canada — Full Stack Design Intern (UI/UX & Development) | May-Aug 2026

- Contributing to projects across enterprise platforms including **cloud ecosystems (AWS, Google Cloud, Microsoft Azure)** and tools like **Salesforce and ServiceNow**

L'Oréal Canada — UX Designer & E-Commerce Developer | May–Aug 2025

- Designed and A/B tested product benefit visuals, driving +9% PDP views, +12% revenue/visitor, +\$19 AOV, +15% revenue for **Kerastase**. ([See Case Study](#))
- Led navigation workshops in Figma for **Kiehl's** and **La Roche-Posay** to improve information architecture.
- Redesigned search experience to increase visibility and on-site conversion. ([See Case Study](#))
- Built unified analytics datasets to guide profitability strategies for Prime Day and seasonal campaigns.
- Prototyped Vente Beaute's internal e-commerce platform improving checkout flow and personalization.

Evenko — UI/UX Designer & Digital Platforms (Full-Stack Developer) | May–Aug 2024

- Integrated 100+ events across 6+ venues including Bell Centre and Place Bell, supporting **1M+ annual users**.
- Designed wireframes for MTELUS Salesforce client portals improving access to personalized event data.
- Built high-traffic contest pages generating 20K+ entries for **OSHEAGA, IleSoniq & Lasso**. ([See Case Study](#))
- Optimized platform performance, increasing speed by 30% and engagement by 25% for all Evenko pages.

Groupe MMI — UI/UX Designer & Full Stack Developer (Contract) | Aug 2024–May 2025

- Led full website redesign from research to deployment: +30% engagement, -20% bounce rate, 99.9% uptime across 100+ resolved issues.

Additional Marketing & Media Experience | 2023–2024

- Led social/video campaigns and optimized multimedia content for healthcare and nonprofit organizations (TransformeOrtho, Urban Pardes, Enuf Canada).

AWARDS & ACHIEVEMENTS

Claude AI Hackathon 2026: Rootly Sub-Challenge & Neuroscience and Mental Health Track

- Won **1st Place** at my first hackathon (140 participants, 5 tracks). Built OnCall Balance — a privacy-first iOS app correlating Apple Watch health signals with Rootly incident data to detect engineer burnout risk entirely on-device. ([See Case Study](#))

EDUCATION

Concordia University — B.A. Computation Arts & Computer Science (2027), UX Certificate (2024), UI Microprogram (2023)

New York University — B.S. Digital Communications & Media (2022)

SKILLS

Toolbox: Figma, AWS, Google Cloud, Microsoft Azure, Service Now, Salesforce, Adobe Creative Suite, HTML, CSS, Tailwindcss

Technical: Product Design, UX/UI Design, Visual Design, Interaction Design, Design Systems, Wireframing, Prototyping, iOS, Android, User Flows, Journey Maps, Usability Testing, User Research, A/B Testing

Languages: English, French, Filipino
