

Robyn Angeli Saquin

 Sydney, NSW  0455 231 131  radsaquin@gmail.com  [Portfolio](#)

As a visual communicator and UX designer with 6 years of agency and startup experience, I bring product marketing and user-centric features to life for fast-growing digital platforms and SaaS apps.

RELEVANT WORK EXPERIENCE

Digital Designer | Decidr Agentic B2B SaaS Operating System | April 2026 - Present

- Holds ownership over product marketing's visual language: developing and codifying the design system of two sub-brands, and maintaining brand quality and consistency across several platforms
- Develops the user experience on landing pages and the website, creating interface designs that prioritises successful completion of conversion journeys, vibe coding from concept to publishing
- Builds digital assets that reduce cognitive load and empower user curiosity to meet target KPIs

Design Learning Mentor (Casual) | UNSW | Sep 2025 - Apr 2026

- Provided mentorship, guidance, and expert consultation primarily to Design students, supporting the development of advanced, cross-disciplinary design projects by providing direction and feedback
- Collaborated with faculty on the best ways to foster creative excellence and critical thinking.

Product Designer | Pendula AI-Powered B2B SaaS Platform | Feb - Oct 2025

- Created UX features and UI components to enhance platform functionality, resulting in reaching target KPIs: achieved 200M messages sent, increased user activity, 25% reduced customer complaints.
- Crafted product marketing, onboarding, and animated infographics with clear storytelling, leading to results: an increase of +25% response rate and +64% upsell, and a 50% decrease in support calls.
- Designed across end-to-end product cycle in an agile environment with cross-functional teams.
- Executed scalable innovations for brand evolution that remained grounded within brand guidelines.

Designer (Freelance) | Various Clients | Aug 2022 - Jan 2025

- Strategises and develops content, positioning, and direction for print, web, UI/UX, and interactive projects to launch campaigns across multiple touchpoints, ensuring wider visibility and reach.
- Builds new brands by leading founders on brand strategy and visual identity development, setting a clear direction. One client gained 3,000+ followers across multiple platforms in 6 months.

Digital Designer | Code & Theory Digital Agency | Jan 2021 - Jul 2022

- Launched a global B2B campaign in 10+ languages with Amazon Ads, adjusting with local market tastes, introducing innovations and ideas, and maintaining consistency with established branding.
- Built and launched websites with developers using Figma-built assets, adjusting within technical constraints and improving iterations based on user journey necessities.

Digital Designer | Skyrocket Studios Marketing Agency | Feb 2019 - Dec 2020

- Created cohesive multimedia campaigns spanning social media, branding, and digital ads for clients that include national chains and international brands, improving engagements 10x the prior rate.

EDUCATION

Master of Design (Experience Design and Visual Communication) | UNSW | Sept 2022 - Dec 2024

With excellence. Design head of graduation exhibit. Events co-lead and designer for student services. Certifications: Career Discovery Mentoring Program · 2023 Faculty Prize · Leadership Foundations

Bachelor of Fine Arts (Information Design) | Ateneo de Manila University | Aug 2014 - May 2018

Honours. Dean's List 2014-2018. Design lead, art editor, and volunteer head of various societies.

SKILLS

Figma · Adobe (Photoshop, Illustrator, InDesign, AfterEffects) · Jitter · Jira · Canva · Miro · Claude design · Vibe coding · HTML/CSS · Product design · Design systems · Prototyping · UI/UX · User journeys · Brand systems · Graphic design · Illustration · Motion graphics · 3D graphics · Print · Website builders · Video · Copywriting · Collaborative and proactive team contributor in sprints and workshops · Experienced with workflow establishment and optimisation · Adaptable to new tools and systems · Expands on briefs to deliver thoughtful design outcomes