



Noel Perlas

Product Designer

Noel has always been where creativity and technology intersect. He is trained in interaction design and attended a masters program in Interaction Design at Interaction Design Institute in Ivrea, Italy. He exhibited his works in Milan at the Salone del Mobile fair. His work for AWARE Singapore has won him several awards including being shortlisted at Cannes Lions.

As Vice-President of Product Design for Smart Communications, Noel leads a team of UI Designers & UX Researchers for the design of GigaLife app. In 2 yrs, GigaLife has grown to 7M monthly active users and now the main app for Smart.

Prior to Smart, Noel was Creative Director for Aarki, a global app advertising technology company headquartered in Silicon Valley. He lead the company's

creative team to 350% revenue growth in 2017. He made Aarki's creative known to its clients and made it a big differentiator against its competitors.

Before Aarki, Noel was Head of Digital for Mullenowe Philippines. He lead a team of developers, programmers, UX designers and social media managers and ushered digital media marketing campaigns for brands such as Magnum, Knorr, Surf & BPI. He helped grow the agency's digital business by 50% and to be a finalist for Philippine Digital Agency of the year in 2012.

Noel previously handled UI design and marketing of mobile applications for a company called Novare Technologies. He also worked in Munich, Germany as an interface designer and in Singapore for an interactive design agency.

The following pages show Noel's history through his work in reverse chronological order.

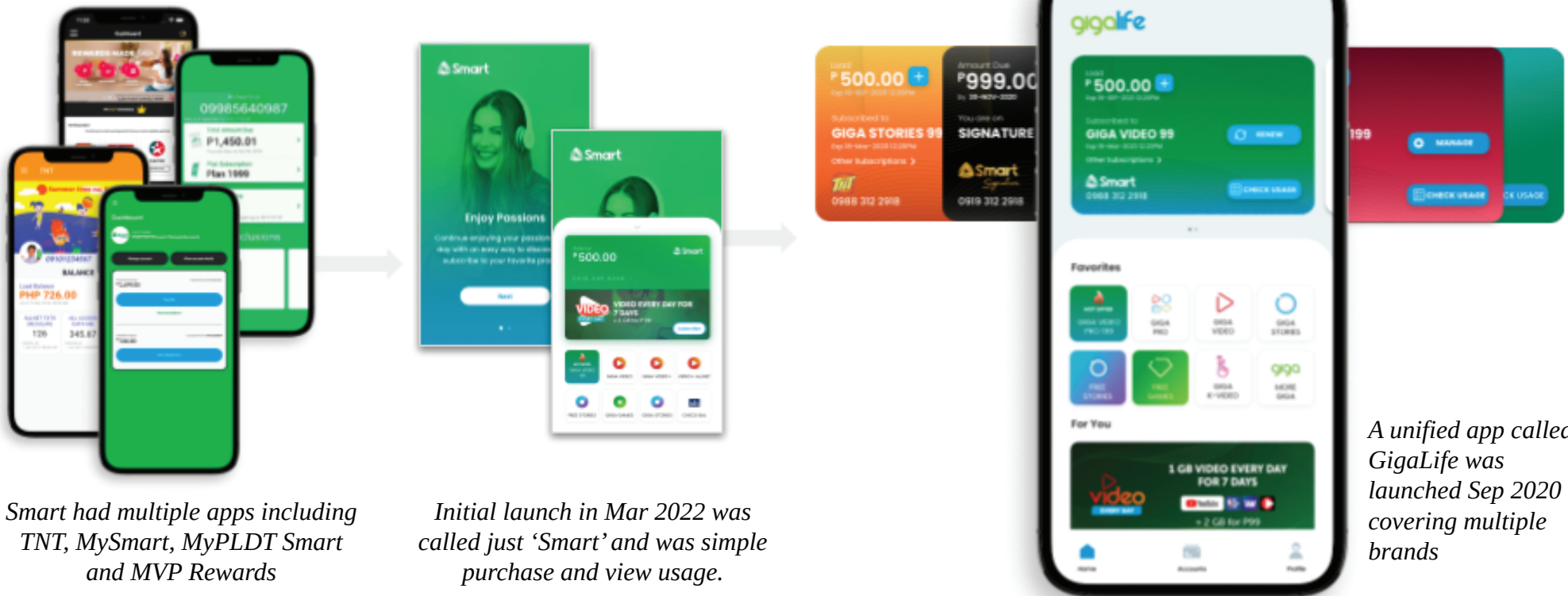
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Improved Telco App (1/2)

2018-2022: Smart Communications

Background: Smart is the 2nd largest telco in the Philippines with 60 Million subscribers. Smart has multiple brands under it's prepaid product, postpaid product and broadband. For more than 7 years, Smart has relied on separate apps to service each of these brands and have not updated them. There was an initiative to fix this in 2017, but the app had a lot of challenges like data privacy breaches and slow development.

Our task as to build a unified app that works seamlessly for all brands and is visually better than the previous ones. We started calling it just "Smart" app, and then called it GigaLife to create a unified brand.



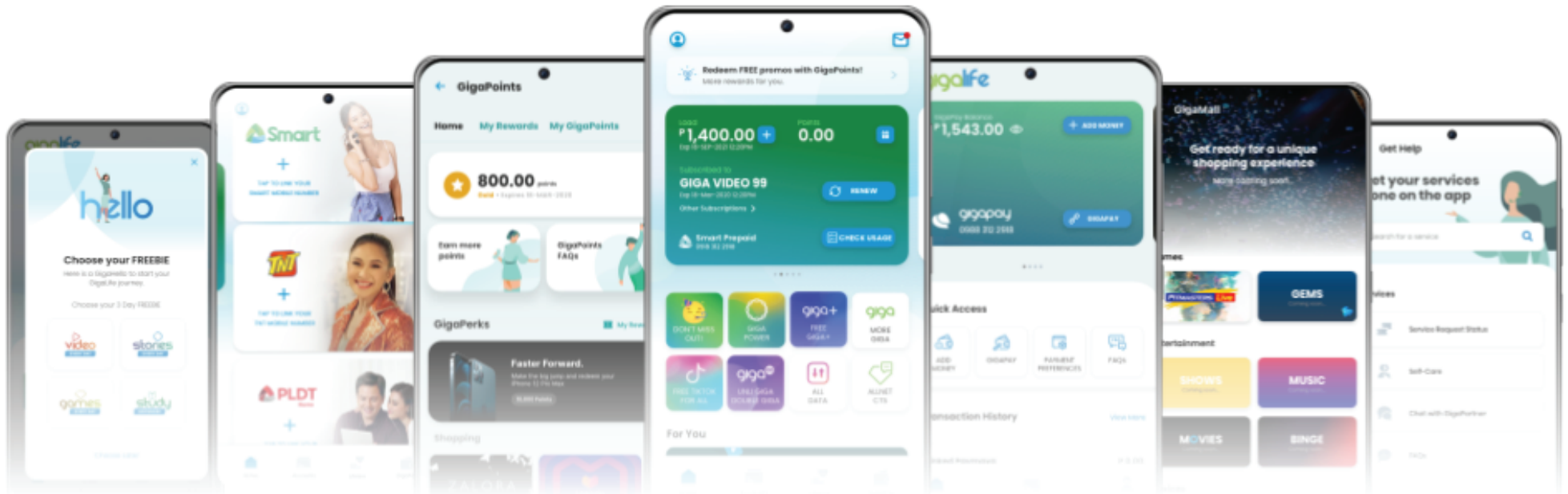
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Improved Telco App (2/2)

2018-2022: Smart Communications

Launched in March 2020, GigaLife has grown to be the primary channel for Smart. After 2 years, GigaLife has over 7 Million monthly average users, bringing in more than 10% of total revenue of the business (non-digital channels still take majority of the revenue).

From within the app, we've created multiple products such as GigaPoints, our new loyalty and rewards program; GigaPay, a simpler way to pay by linking eWallets and cards; GigaMall, a central place to shop using your telco currency. And all of these experiences were designed by me and my team working closely with tech. We were also responsible for testing before each release. I'm extremely proud of the product, the team and what we delivered to the business.



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Postpaid Product Redesigned

2018-2022: Smart Communications

Smart's Postpaid business has been flat, so in 2019 we launched Smart Signature a new postpaid product rethinking user-experience from the ground up. I was involved end-to-end in the redesign of the Brand, Packaging, Retail Store Signage, Website, Application Form App, Email & Bill. This resulted in growth of the business for the 1st time in 4 years.

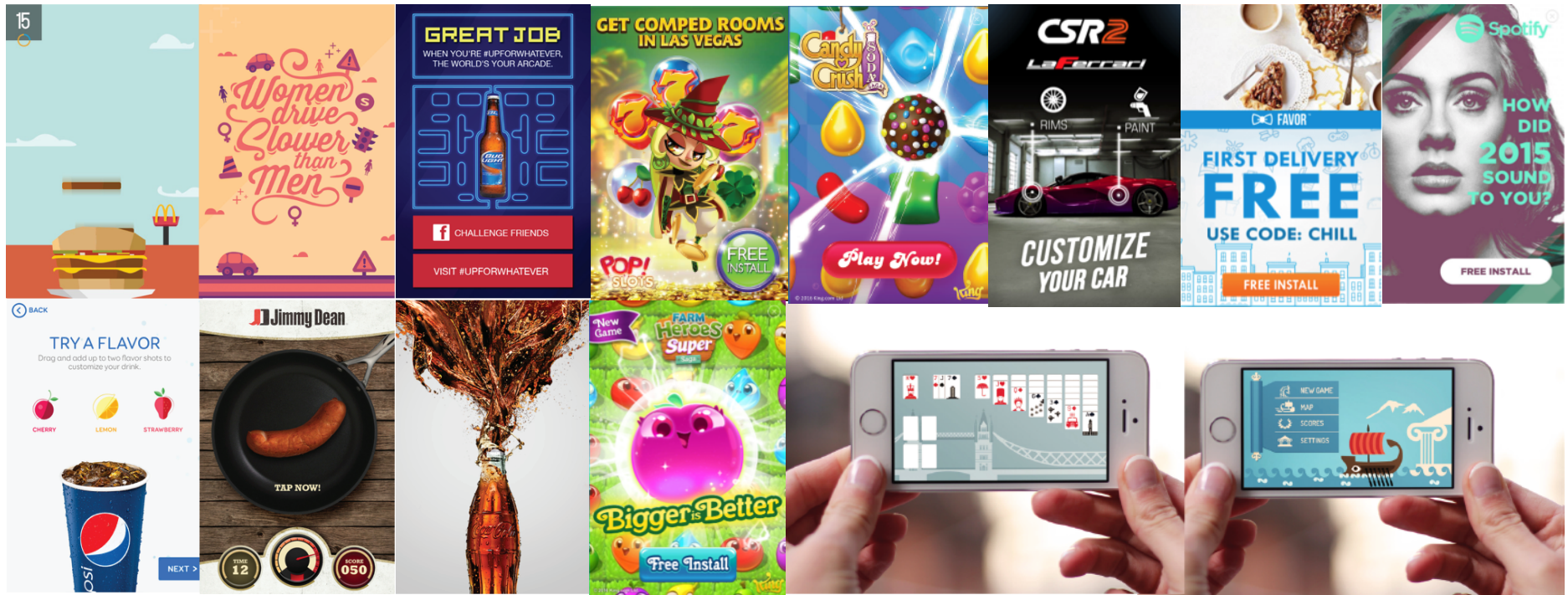


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Creatives better with Data

2015-2018: Aarki, Mt. View California & Manila

Aarki is a global mobile advertising technology company headquartered in Mountain View, California with offices in Manila, Tokyo, London and Yerevan. Leading a creative team, we made it a practice to have a data-first mindset. The processes which I structured makes us work closely with the Analysts.



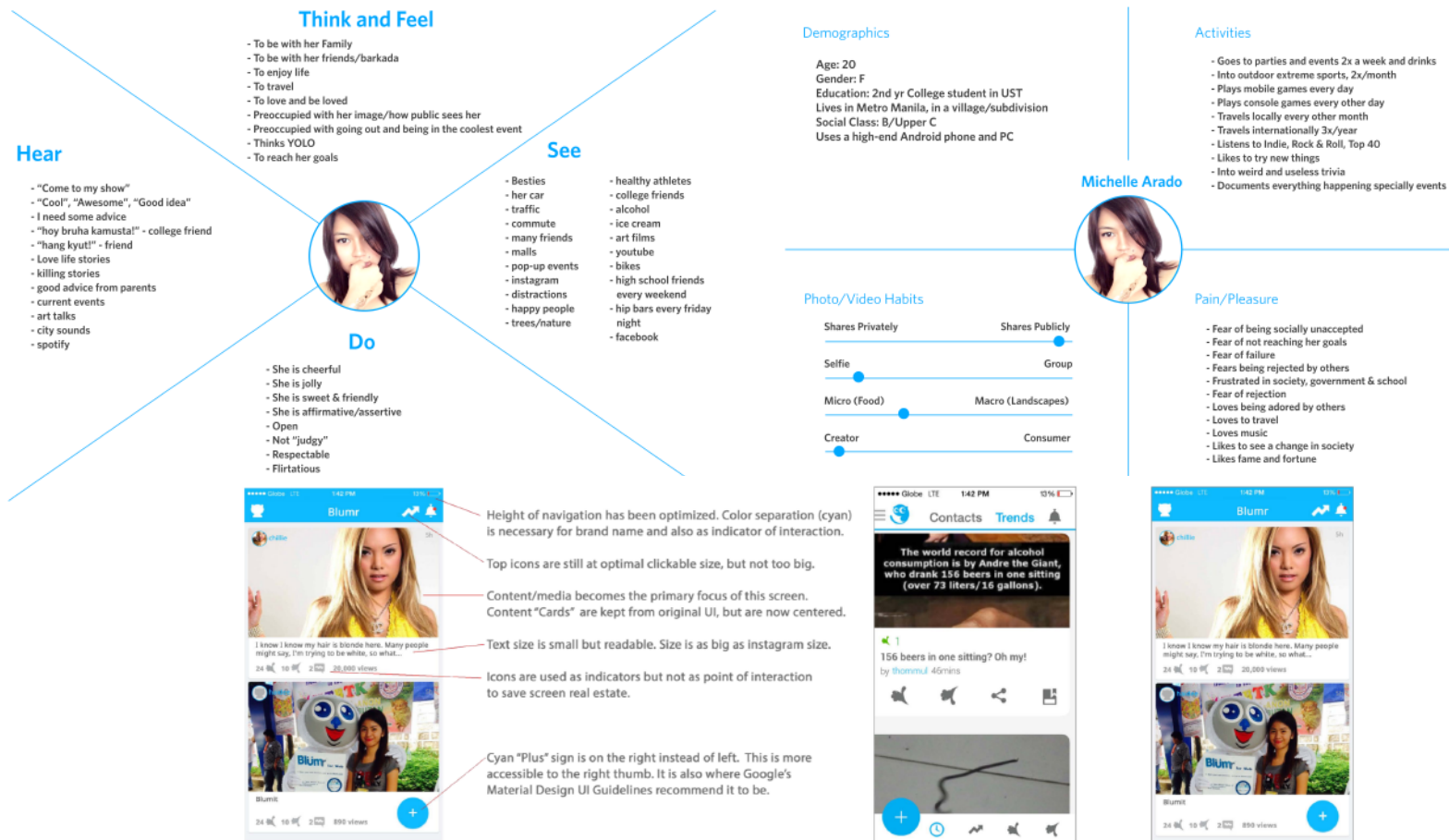
When looking for new business, our pitch work for brands utilize our technology (Aarki Encore Studio) to its fullest. We get to play around with brands we love. On a day to day basis, we work at optimizing creatives for user acquisition and ROI. We do this by creating iterations to champion creatives to make campaigns perform better. In 2015, we also launched a side project called Solitaire Odyssey. I worked with my creative team based in Armenia and guided them in creating a compelling game of solitaire.

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UX for Live Stream Startup

2016: Blumr, Manila, Philippines

Blumr, a local startup based in Manila and Bohol, is an app that capitalized on the popularity of live streaming apps like Periscope and Meerkat. They asked me to hold UX workshops to help refine their product and its overall UI and usability.



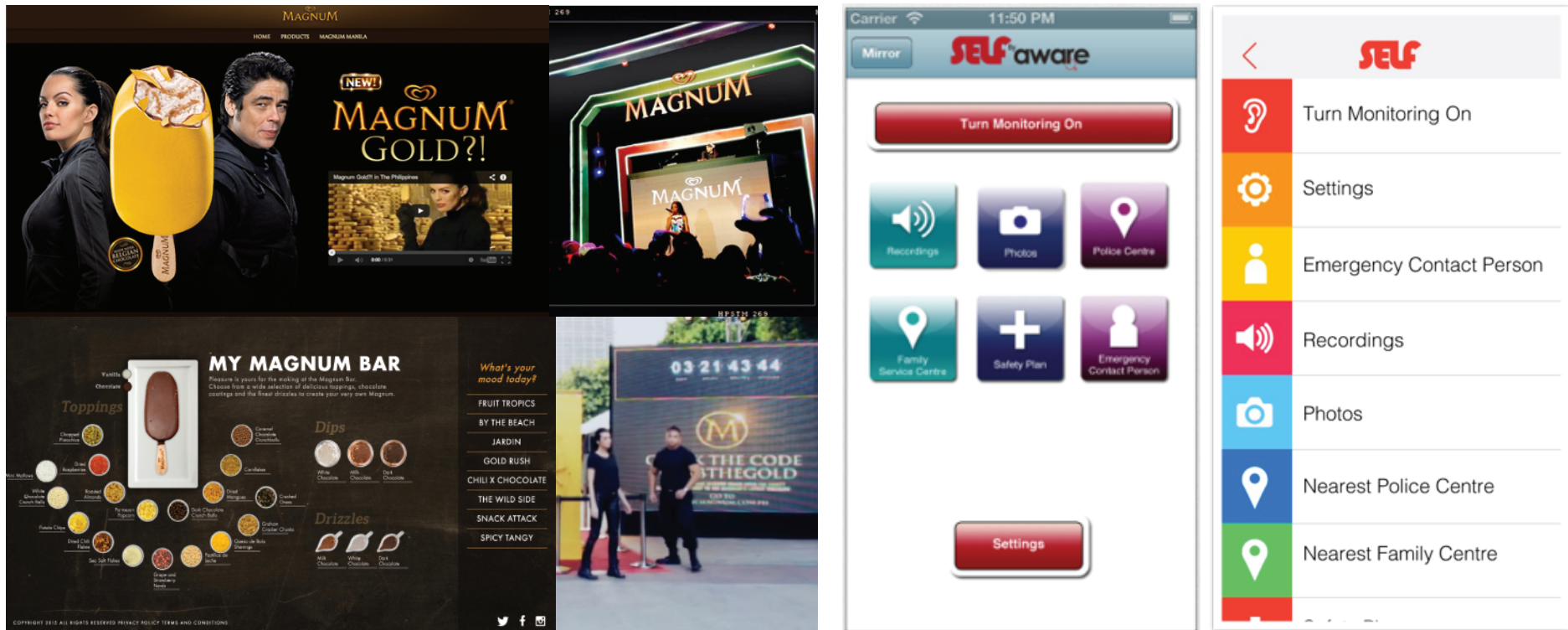
The series of workshops with Blumr's creative team resulted in Persona creation and Empathy Maps which guided them in making the UI better and more optimized.

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Head of Digital at Ad Agency

2010-2015: Mullenlowe Philippines

From an agency with 2 people handling digital. I grew and lead a team of 12 comprising of developers, programmers, UX designers and social media managers. I was responsible for producing and executing digital media marketing campaigns for brands such as Magnum, Knorr and Surf Detergent that helped grow the agency's digital business by 50%.



We were the AOR for Magnum, for 3 straight years, I helped the brand become an unstoppable force in digital. I also worked on Self app by Aware, which got shortlisted in Cannes Mobile Lions 2013 and Bronze in Spikes Asia that same year.

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UX improvement for APX

2010-2015: Mullenlowe Philippines

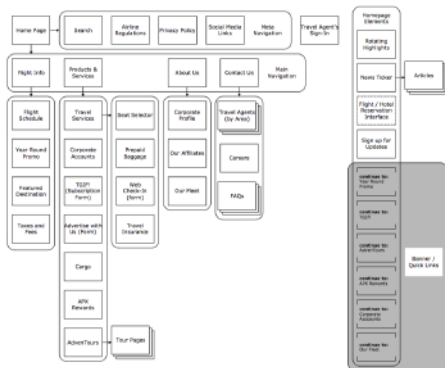
One of my team's biggest digital wins was for the website of Airphil Express, now part of Philippine Airlines. We had helped APX transition into a more robust booking experience and market them online. This resulted in boosts in sales due to shortened booking steps.

Home Page



Competing	Usable	Viral	Social	Clear	New User	Price User
Mid	Mid	Low	High	Low	Mid	High

- Look & Feel
 - Page is dominated by banners, looks too busy and cluttered
- Interface & Navigation
 - Navigation menu generally does not support ease of finding flight information
 - Main navigation menu needs to be organized better, according to user tasks
 - There are pages that can only be accessed from home page
- Interaction & Information Architecture
 - Page contains banners that can and cannot be clicked
 - Some text look like links but are not

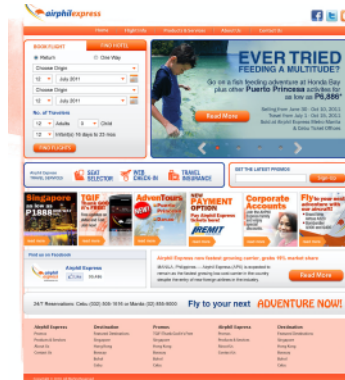


UX Review Summary

	Low	Mid	High
Compelling	10	2	
Usable	3	14	
Viral	10	1	
Social		1	10
Clear	8	8	1
New User	2	14	1
Previous User		12	5

Site-wide comments

- Look & Feel
 - Inside pages are generally bland
 - Photos in the inside pages do not help layout
- Interface & Navigation
 - Social functions are there, but there are very few content worth sharing
 - Navigation menu does not support ease of finding flight information
 - Main navigation menu needs to be organized better, according to user tasks
 - There is no site map
 - Menu items are missing on some pages
- Interaction & Information Architecture
 - Some text look like links but are not
 - Menu contains items that behave inconsistently
- Content
 - Content, especially in inside pages are not compelling
 - Clarity of content is subtle



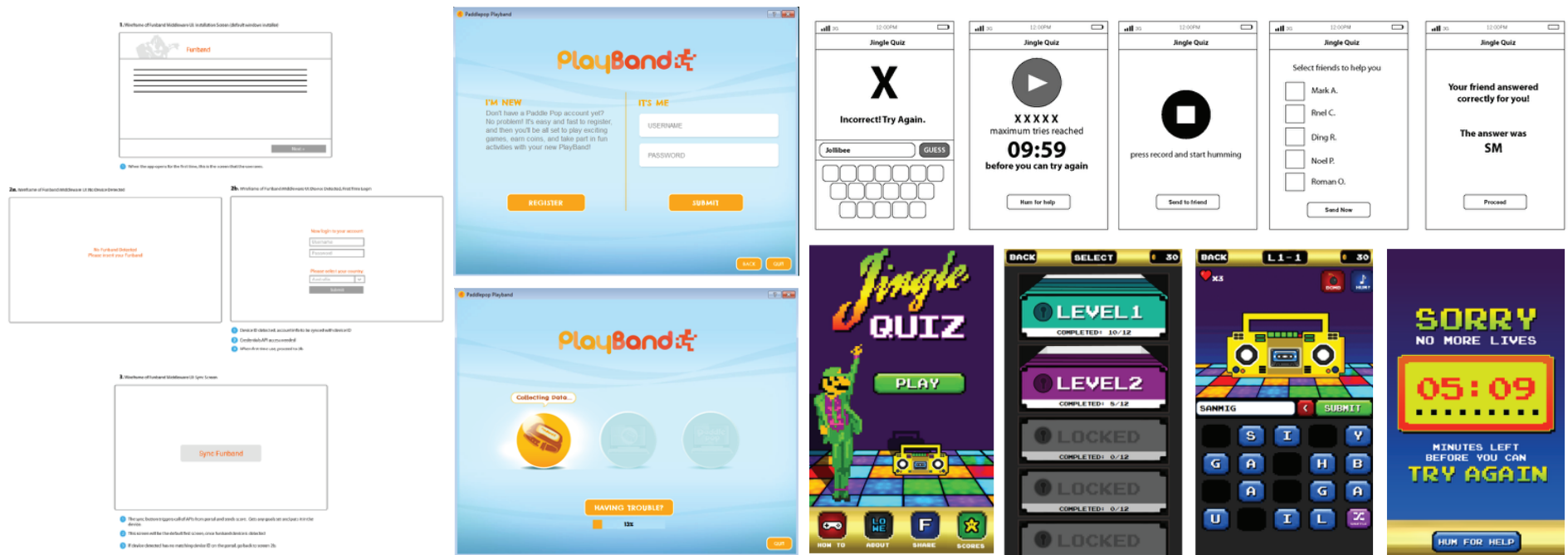
We first did an audit of their existing website, then created a transition website while we were working on the fixing the booking process. We then launched a new and more usable site in 6 months.

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Digital Product Design & Dev't

2010-2015: Mullenlowe Philippines

Recognized Lowe Asia-Pacific's main digital resource, we were tapped for numerous regional projects as well as global ones. We took on a big challenge and proposed to create a fitness watch for kids. Paddle Pop global offices loved the idea and asked us to create not just the hardware, but the software that helped kids get motivated about fitness.



The Playband project took 2 years to complete as hardware was sourced in Japan. We went through global vetting process and revisions. It was a challenging project but one I am very proud of. On the right, is a game similar to 4 Pics 1 Word. Lowe Philippines created this jingle quiz app to celebrate their 35th year in the Philippines.

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Designing for Touch

2010-2015: Mullenlowe Philippines

One of the early project I did for Lowe was for a new museum that showed kids that science can be fun. We built more than 50 exhibits including videos, interactive games and full immersive experiences. That same year, we also helped revamp the ATM UI for Bank of the Philippine Islands. Both are still around and the most visible work in my career.

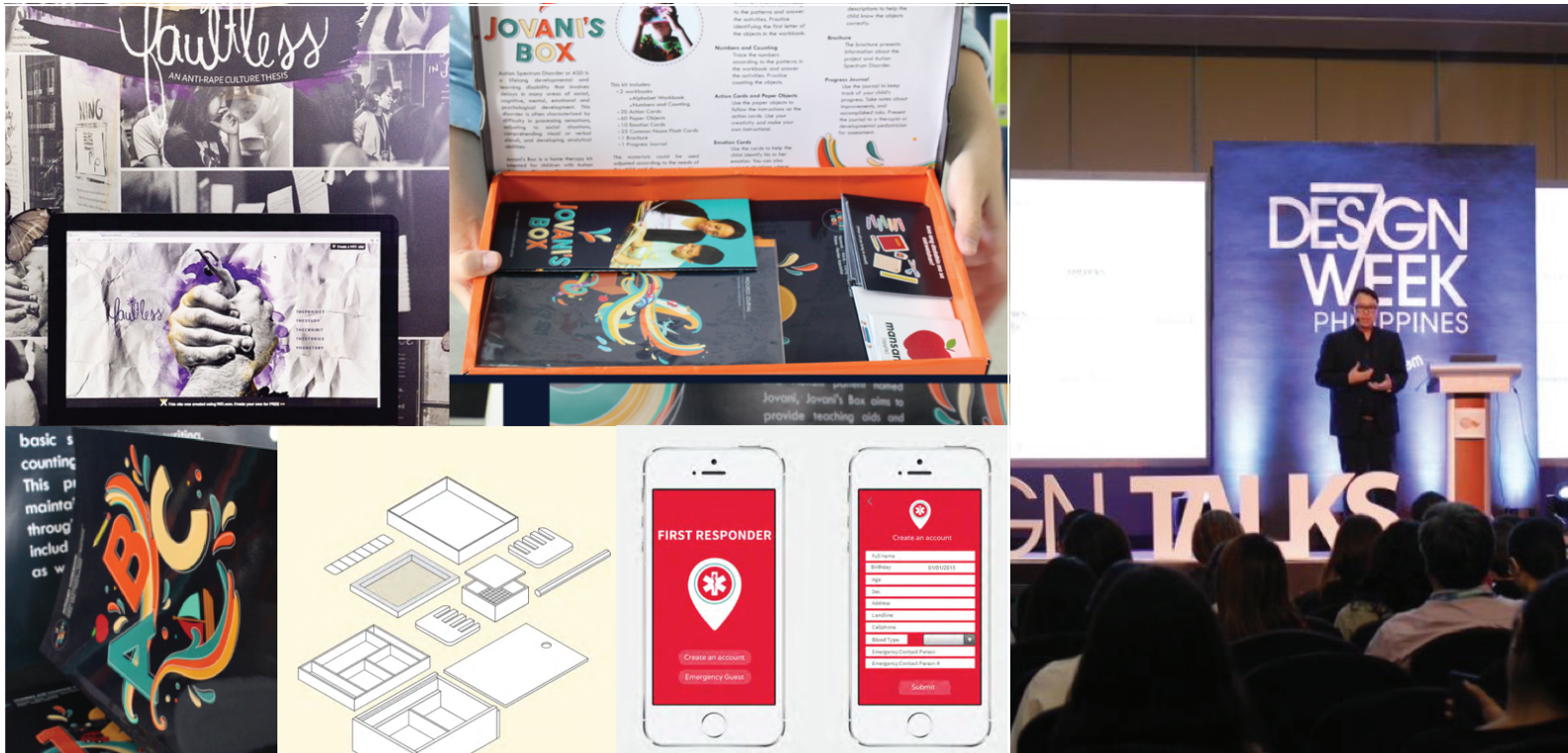


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Molding Future Designers

2010-2016: Lecturer & Mentor at Ateneo de Manila University

When the call came asking me to teach at my own alma mater, I was flattered and took it. Little did I know that it would be a 5 year endeavor. I started teaching Information Architecture, this was an elective that became a core subject because of the positive feedback. I then became a senior capstone project advisor and the programme coordinator. After teaching almost 500 students, I decided to take a break from teaching.



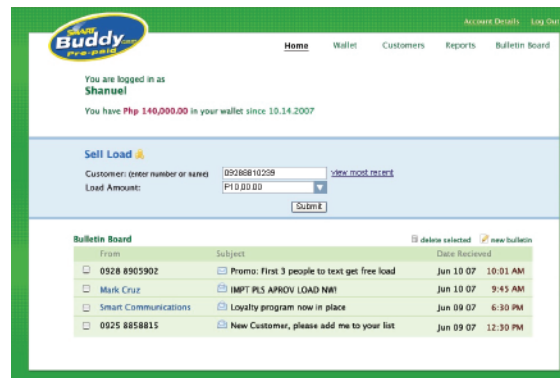
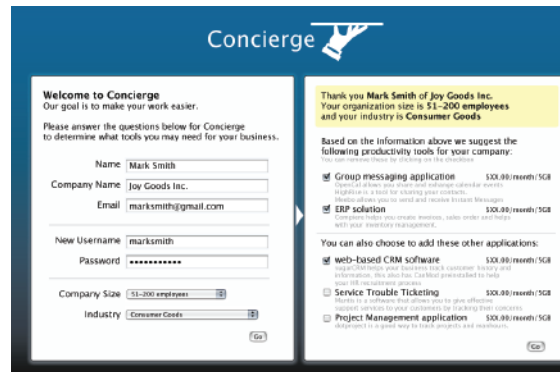
Above are just some of the seniors projects which I mentored. I was also invited to speak 2 years in a row at Design Week Philippines. I took the opportunity to tell people about our user-centered design thinking process and showed some of the student's work.

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Product Design (Web & Mobile)

2005-2010: Novare Technologies

I headed a team of User-Interface designers that would build custom mobile applications for companies such as PSBank, Stradcom, SMART, and Globe.



I helped with various Smart Communications Inc. projects, such as a web-based tool to manage and transact mobile pre-paid cards and mobile product initiative called Smart Netphone.

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IXD Italy, UID Germany

2003-2004: Interaction Design Institute Ivrea, Italy/Designafairs, Munich

The first Interaction Design school where the Processing language matured and where Arduino was born. I had the privilege to have learned from people like Bill Moggridge, Gillian Crampton Smith, Casey Reas, and Massimo Banzi. I had an opportunity to do my internship as an interface designer in Munich at Designafairs, owned by Siemens.



The campus called the BluHouse was where the magic was made. One of them, called Audiograffiti was an experiment in interaction of voice and space. In another project called Smotti, we explored people's motivations on quitting smoking through a SMS & web app. At Designafairs I worked on the interface and styleguide for their network connected cordless phone system. I also did the default turn on animation for one of the Siemens mobile phones. Pictured in the bottom right is an interface design for Wella's salon industrial hair dryer.

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Designing for the Web 1.0

1998-2003: Fuel Media, K2ia, Pipeline Media

In 1998, Fuel Media was formed and was one of the earliest digital agencies in the Philippines. This is where I started my career in design, digital marketing and UX. I was known as a content designer and information architect. Fuel got infused capital from a HK based company to form K2ia. During our expansion, I became Creative Director for our Singapore office. Upon returning from Singapore, I joined some of the original members of Fuel to start Pipeline Media.



My UX design for concept for Microsoft Philippines helped us win the account to become the first design/development of Microsoft in the Philippines. The strategy was to give personalized content to the different segments of Microsoft users.



Globe Telecom merged all of their product lines into one brand. They needed to have a cohesive experience across all products in their new website. At one point, I would design, manage, art direct and interface with the client for this project.