



JULYA BUHAIN

Product Manager & Designer

Metro Manila

Hey there! 🖐️ I'm a digital product designer with a background in business development, marketing, and front-end code. I believe in thinking about products from end to end, because design does not stop at the screen. I'm based in sunny Manila, Philippines, and care about minimalism, inclusivity, and Dungeons and Dragons.

WORK EXPERIENCE

E27

Product Manager | Sep, 2018 – Current

As the Product Lead at e27, my job encompasses working with cross-functional teams to launch new platforms and products. I work as both the lead Product Manager and the lead Product Designer.

- Implemented a Scrum and QA Process to the Engineering Team
- Started on a Code Refactoring Project, where we're clearing out technical debt and moving the site to a PWA.
- Started on a massive platform Rebranding and Redesign Project
- Launched Echelon 2019's Microsite
- Created new product offerings with Business Development

Maddington Consulting

Product Manager / Product Designer | Feb, 2018 – Current

Maddington Consulting is a Boston-Based innovation and digital transformation firm that works mostly on enterprise clientele and in the real estate sector. I currently do management consulting for start-ups with them.

- Project Lead and did UI/UX work for Regency Group - a hotel inventory management provider.
- Created and launched an IoT iOS and Android App
- Launched two Real Estate start-ups (Cazamio and Vaycay365)
- Created Marketing and Business Plans and Product Roadmaps for various Start-Ups
- Client Facing and Accounts Management tasks.
- Business Analysis and forecasting for Start-Up clients.

Proper.Ph

Former Co-Founder, Product Lead | Mar, 2016 – Apr, 2017

Proper.ph is an up and coming advertising agency, started with Troy Sitosta and Carmelo Diaz. My role encompassed leading the development team as a product manager, enabling them to work with clients such as Rufus and Coco, Bench Group, Metro Dental, OLX and the FaceShop. This role has involved both various c-level and managerial tasks, client and relationship management. Roles involved doing top-level strategy for UX, Tech, Business Development and Product roles.

E27

Senior Product Marketing Executive | Aug, 2015 – Feb, 2016

As Senior Marketing executive, I took on the tasks of building, growing and launching products such as the e27 Marketplace. As a product marketer, the role encompassed using design methodologies to “growth hack” the website and working closely with the product team. I also helmed the redesign for the Echelon brand, a conference attended by over 4000 people.

Canva

Design Community Manager | May, 2014 – May, 2015

My role was to foster a marketplace community for designers. The programme involved supporting, managing and creating initiatives for engaging a community of around 45 international designers and working with them to sell designs with Canva. In addition to that, I was tasked with creating e-mail campaigns, designs and marketing material seen and used by over 10 million users. Other roles included content writing, social media and events.

Digital Room

Digital Marketer | Jan, 2014

Worked on scaling leading Graphic Design publication - YouTheDesigner.com (around 500,000 - 600,000 traffic per month) . My primary focus was to build, engage and monetize on YouTheDesigner’s readership. I worked primarily with writing content, social media and SEO/PPC campaign strategies.

EDUCATION

De La Salle College Of St. Benilde

Multimedia Arts | Jun, 2009

SKILLS

User Experience Design	Product Management	Project Management		
Human Centered Design	Design Sprints	Management	HTML / CSS	Javascript
Figma, Sketch, InVision				

CONTACT INFORMATION

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