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# Bong Capiña — Product Designer

Product Designer with 5+ years of remote experience delivering SaaS and healthcare products. Focused on simplifying complex workflows, building scalable systems, and collaborating with distributed teams.

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## CORE EXPERTISE

Product Design · Remote Collaboration · UX Strategy · Design Systems · SaaS Platforms  
Healthcare / EMR UX · Complex Workflows · Interaction Design · Prototyping · Dev Handoff

## EXPERIENCE

### PRODUCT DESIGNER

**Clincove.** Toronto, Canada

Jan 2025 - To Apr 2026 · 1 Year and 3 months

- Designing EMR-related SaaS tools within a distributed product team
- Simplifying complex clinical workflows into intuitive, user-friendly interfaces
- Improving usability across key modules (ISF, CTMR, Settings, Form Filler)
- Collaborating asynchronously on PRDs, feature refinement, and product iterations
- Delivering dev-ready designs aligned with scalable design systems

### PRODUCT DESIGNER

**Stealth Startup.** Silicon Valley, California, United States

Oct 2021 - Dec 2024 · 3 Years

- Leading product design in a fully remote, async environment from concept to production
- Translating ambiguous requirements into structured user flows, wireframes, and scalable UI systems
- Working closely with founders and engineers across time zones to define product direction
- Driving rapid iteration cycles while maintaining design consistency and quality
- Establishing reusable components to support scalable product growth

### UX/UI DESIGNER

**Ayala Healthcare Holdings, Inc.** Makati City, Philippines

Sep 2016 - Sep 2020 · 4 Years

- Designed healthcare SaaS products for member, provider, and admin platforms
- Simplified complex clinical workflows into clear, user-friendly interfaces
- Improved key flows like booking, claims, and patient records, increasing task success and reducing friction
- Built and maintained a scalable Figma design system for consistency and faster development
- Worked with product, engineering, and clinical teams on PRDs and feature iterations
- Delivered dev-ready designs aligned with accessibility and healthcare standards

## SKILLS

- Design Tools: Adobe Creative Suite, Sketch, Figma
- Prototyping & Wireframing: Miro, Balsamiq, InVision, Axure, Proto.io, Zeplin
- Research & Analysis: User Testing, Usability Testing, A/B Testing
- Project Management: Agile, Scrum, Jira, Confluence
- Web Technologies: HTML, CSS, JavaScript basics

## KEY IMPACT

- 5+ years consistently delivering in remote, distributed teams
- Simplified complex SaaS and healthcare workflows into intuitive interfaces
- Reduced UI friction and redundancy across critical product areas
- Built scalable design systems enabling faster iteration and handoff
- Strengthened async collaboration between product, design, and engineering

## SKILLS

- Product Design: End-to-end UX · Complex Workflows · Interaction Design · Usability & Experimentation
- Systems & Tools: Figma · Design Systems · Prototyping
- Collaboration: Agile · Cross-functional Delivery · Remote/Async Workflows

## EDUCATION & CERTIFICATIONS

### Create High-Fidelity Designs and Prototypes in Figma

[Coursera - PSAWH54UHX9W](#)

October 2022

### Foundations of User Experience (UX) Design

[Coursera - UD99MYJE587P](#)

October 2022

### Human Factors International (HFI)

Certified Usability Analyst

User Experience (UX) Foundations, User-Centered Analysis & Conceptual Design, Web/Application Design

April 2018

### User Experience Bootcamp

The Office Project Bautista St., Makati City

February 2017