

Justine Dale Tanedo

*** * ***



ONLINE PORTFOLIO

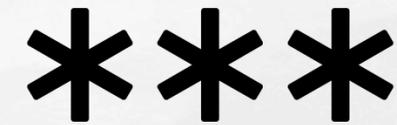
Human-Centered UX Designer | SaaS Strategist | Digital Experience Advocate

Empowering innovation through design that feels intuitive, inclusive, and impactful.

UI/UX Designer & Researcher

Introduction

ABOUT ME



I'm Justine Dale Tanedo, a UX designer, strategist, and digital problem-solver blending design thinking with business impact. My journey into UX grew from a background in tech, operations, and enablement—where I saw firsthand how friction in digital systems could block scale, trust, and customer satisfaction.

I've led and implemented UX design through both freelance client work and in-house transformation projects at TikTok, where I focused on automation, workflow optimization, and user journey mapping. My hybrid background in sales ops, eCommerce, and user support allows me to design not just for users—but for the teams and systems that serve them.

99% PROJECT COMPLETION

Delivered 99% of projects on time without sacrificing quality.

4 UX PROJECTS

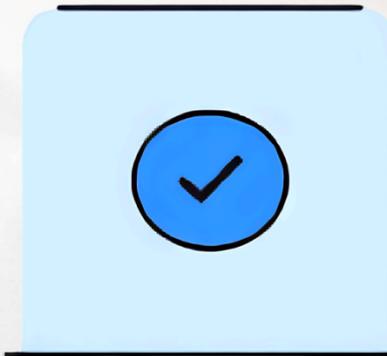
Delivered 3 freelance projects & applied via platform (TikTok).

STRATEGIC CORE SKILLS

Research & Strategy | Workflow Optimization | Automation Enablement

Project & Portfolio

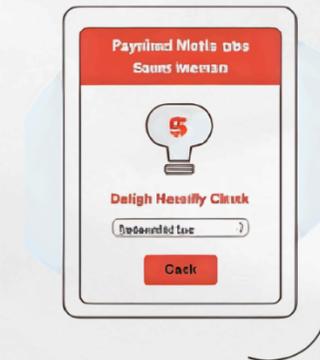
PROJECT & PORTFOLIO HIGHLIGHTS



Wellness Platform Checkout Redesign

Freelance Project – Increased conversions by 44%

Redesigned a wellness platform's checkout flow to reduce friction and increase trust, using funnel analysis, user interviews, and A/B testing.



Hotel Booking App UI Overhaul

Freelance Project – +13% booking completion rate

Reimagined the payment experience for a hotel app with trust cues, progressive disclosure, and simplified flows. Backed by heatmap testing and direct user feedback.



TikTok Seller & Agent UX (AI + Internal Tools)

In-House Project – Reduced resolution time & supported automation rollout

Mapped service blueprints and optimized internal dashboards to support AI-driven operations and reduce manual agent workload.

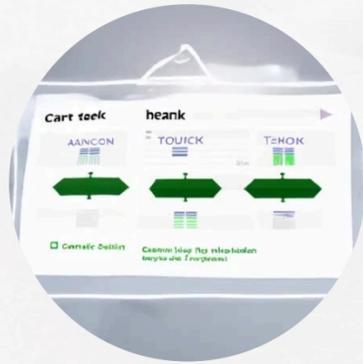


UX for a Fitness and Coaching Client

Freelance Project – Enabled new product launch & user onboarding flow

Worked with a wellness entrepreneur to structure onboarding, brand identity, and user journey for a hybrid online coaching platform.

Experience



EXPERIENCE SNAPSHOT ***

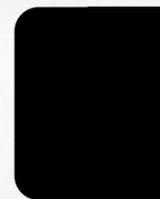
With over two years of combined experience in UX design, digital operations, and platform strategy, I've had the opportunity to contribute to meaningful, cross-functional projects across leading global companies and agile freelance environments:

- **TikTok (Seller & Creator):** Leading UX initiatives internally while working in operations: mapping seller and agent workflows, co-creating dashboards, and enabling automation-ready solutions. Focused on service design principles to enhance efficiency, trust, and time-to-resolution within a fast-paced, high-volume ecosystem.
- **Meta via Accenture:** Supported the seller and content experience by identifying user pain points and advocating for scalable process improvements. My work informed policy, design alignment, and internal enablement initiatives to enhance support and platform trust.
- **Zendesk (BDR, UKI & EMEA):** Partnered closely with SaaS and B2B teams across the UK and South African markets. While in a commercial role, I contributed insights to improve onboarding and sales flows, developing a keen eye for aligning business goals with user experience strategy.
- **Freelance UX Designer:** Collaborated with wellness startups, fitness coaches, and service-based entrepreneurs to redesign onboarding flows, optimize conversion funnels, and define visual design systems. Delivered end-to-end UX solutions: from research to prototyping: with measurable results like increased engagement and product launch success.

Across each role, I've sharpened my ability to research deeply, design strategically, and execute at scale; translating user insights into high-impact solutions that serve both the business and the human behind the screen.

Contact Me

LET'S CONNECT AND GET IN TOUCH



“Design is empathy in action. It’s how I turn insight into impact.”



E-MAIL ADDRESS

justinedale.tanedo@gmail.com



PHONE NUMBER

+353 87 701 6780



MY WEBSITE

www.justinedaletanedo.online



LINKEDIN

[LinkedIn Profile](#)

