

Kenneth Dulfo

Senior Product Designer · UX Architect · Design Systems

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Summary

Product designer with 12+ years shipping enterprise and consumer products in insurance, fintech, logistics, and SaaS. I build design systems that scale across markets and redesign workflows that cut task time by 80%+. Led teams of up to 5. Partner closely with engineering and product from discovery to launch.

Experience

Manulife · UX Architect · Dec 2025 – Present

- Redesigned client onboarding end to end; automation cut onboarding time from 2 weeks to 3 days (–79%) and lifted platform traffic ~20%.
- Core contributor to Manulife's global design system, used by 200+ designers; build and govern shared components so teams stop rebuilding patterns.
- Own UX and information architecture across 3+ concurrent product streams; set experience principles with product, engineering, and business leads.
- Shipped a Singapore customer referral flow in under 3 weeks, aligning stakeholders through structured mapping workshops.

East West Ageas Insurance · UI/UX Manager · Jun 2024 – Nov 2025

- Cut field-agent task time from 30 to 5 minutes (–83%) by replacing form-heavy flows with a guided step-by-step model.
- Managed and mentored 5 designers; ran design review as the final quality gate before engineering handoff.
- Set design strategy and tied research output to business goals.

AIA Digital+ · UX Consultant · Feb 2023 – May 2024

- Built Qi, a cross-market design system adopted across 18 Asian markets, powering the AIA Vitality app and AIA's public website.

- Shipped 300+ components with complex variant models: multi-script typography, multi-scenario states, brand-constrained color.
- Architected the Figma library structure so new designers onboard and contribute without hand-holding.

Entrego · Lead UI/UX Designer · Jun 2020 – Feb 2023

- Built the company's first design system and a design review process still in use.
- Led 3 designers across mobile and web logistics products.
- Designed internal operations tools and defined metrics to measure design impact.

Contentserv AG · Senior UI/UX Designer · Apr 2018 – Jun 2020

- Designed enterprise SaaS (product information management) from requirements to prototype in agile sprints.

Earlier · 2014 – 2018 · UI/UX and graphic design at Triple One Technologies, Tri7 Solutions, and Mobilepaid (built Mobilepaid's brand and design process).

Skills

Product: discovery, UX research, usability testing, A/B testing, journey mapping, workshop facilitation, design sprints

Design: information architecture, interaction design, prototyping, UI design, design systems, design tokens, component libraries

Tools: Figma, FigJam, Miro, Jira, Adobe CC, Claude Code

Education & Certifications

BA Multimedia Arts, De La Salle-College of Saint Benilde, 2014

UX Certification, Nielsen Norman Group (2026) · Human-Centered Design, LUMA Institute (2026) · Professional Scrum Master I, Scrum.org (2023) · Google UX Design (2022)