



NOEL ANIBAN

noelaniban.com

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AI PRODUCT DESIGNER & ENGINEER

CONTACT

LOCATION

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PORTFOLIO

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LINKEDIN

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EXPERTISE

AI Product Engineering

LLM features in production: resume parsing, tagging and embedding-based matching, AI-assisted content; recommendation logic; workflow automation with Claude

UX & Product Design

User flows, interface logic, information architecture, wireframing, usability, design systems, responsive & mobile-first

Development

React, Remix, TypeScript, Tailwind, Prisma, Supabase, HTML/SCSS, Shopify Functions; AI-native full-stack with Claude Code and Cursor

Design Tools

Figma (expert: components, auto-layout), Claude Design, Figma Make, Google Stitch, Adobe XD

Web & E-commerce

Shopify apps and themes, WordPress, GoHighLevel websites, funnels and automations

EARLIER CAREER

Team Lead / UI/UX Designer

Shopstyx, California · embeddable e-commerce widgets; concepts earned US IP registration
2012 – 2016

Web Developer / Designer

Pure Verticals / CommerceSocial, California · full-stack IPTV recipes site, UI, video-editing flow
2007 – 2012

Web & Multimedia Supervisor

Southwestern University, Cebu · rebuilt the university site (2nd-best nationally), online grading, e-voting
2005 – 2007

EDUCATION

B.S. Computer Engineering

Cebu Institute of Technology · 2001

PROFILE

Product designer and AI engineer with 20+ years shipping SaaS, web and mobile products end to end. I design the flows, write the front end, and build the AI features behind them: embedding-based candidate matching, AI-assisted job posting, and recommendation logic in a live Shopify app. I work AI-native with Claude Code, Cursor and Figma, so a brief becomes a working product with no handoff in between.

EXPERIENCE

Independent AI Product Designer & Engineer

2026 – Present

Remote · [noelaniban.com](#) · solo, brief to deploy, with Claude Code and Cursor

- **Nukind Digital:** designed and built the WordPress site for a Melbourne SEO and PPC agency, leading with audited cost-per-enquiry results.
- **CCAS CRM:** redesigned sign-in, workspace onboarding and team invites end to end.
- **SmartMatch VA** (GoHighLevel) and the **Hitch marketing site:** sites that explain the offer before the first call or install.

Lead Product Designer (UI/UX)

Apr 2022 – Aug 2026

Tahche Outsourcing Services, Inc. · Cebu City (Remote) · [promoted from Senior Software Developer to Solutions Architect to Lead Product Designer](#)

- **Designed the AI Candidate Matching system** end to end: resume parsing, tagging and embeddings that match candidates to job posts, plus the AI-assisted Job Posting experience.
- **Selected by the CEO to train the Marketing, Sales and Finance teams** on automating their workflows with Claude AI.
- **Unified five internal systems** (Client, Employee, Recruitment, Asset Management, Ticketing) into one Management Portal, working directly with the CEO and VP from idea to build.
- **Designed and built the Employee Portal** (ticketing, COE, cash advance, requests, knowledge hub) and architected its Supabase backend; designed the Client Dashboard, Recruitment Portal, Asset Management, and the six-stage recruitment and onboarding pipelines linked to the HRIS.
- **Redesigned the company website and two mobile apps** (Tahche App, Career App), and built the GoHighLevel sub-agency with websites, funnels and candidate-screening automations.

Project Manager / Solutions Architect / UI/UX Designer

Feb 2016 – Mar 2022

Internet Packaging Solutions · Cebu City

- **Led a developer team** and owned solution architecture across complex projects.
- **Designed the responsive UI/UX** for the logistics web app (desktop and mobile) and its admin portal.

FEATURED PRODUCT

Hitch: Bundles & Upsells, Independent Shopify App

2026

Creator, Product Designer & Full-Stack Developer

- **Took a live Shopify App Store app from concept to launch:** product concept, UX flows, UI, full-stack build with AI, and ongoing backend management.
- **Generates bundles and upsells from each store's order history and catalog**, with Shopify Functions applying the discounts. Built on Remix, TypeScript, Tailwind and Prisma.
- **Live:** [apps.shopify.com/hitch-bundles-upsells](#)

Promotify Discounts App (Shopify)

Conceptualized the app, designed its UX flow with a developer team, and produced the demo video ad.