

# Marsel Bait

Product Designer

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Visa: Engineer / Specialist in Humanities

Product designer with 7+ years building UI for recruitment platforms, consumer apps, and brand systems in Tokyo. Led a full platform redesign across 3 product verticals, ran 20+ user interviews, and built a component library that cut design-to-engineering handoff time. Ships functional products with AI-assisted development, including a published Chrome extension with its own MCP server.

**M.A. Media Design**, Keio University (KMD) · **B.A. Visual Communication**, University of the Philippines Diliman

## EXPERIENCE

### Visual Designer

Oct 2024 – Present

MIRAI Creation Company · Tokyo

- Design bilingual websites and landing pages for tour booking, handling full UI through to developer handoff
- Create print collateral: partner brochures, posters, and event materials for tour operators and cultural institutions across Japan
- Developed brand identity system: mascot character, logo concepts, and visual guidelines for web and print
- Produce campaign visuals, illustrations, and video content for events and the company YouTube channel

### Product Designer

Jun 2020 – Mar 2024

Enjin Inc · Tokyo

- Led end-to-end redesign of the Enjin.world platform across desktop and mobile, from information architecture through hi-fidelity UI
- Ran 20+ user interviews and usability tests, feeding results directly into the product roadmap
- Built and maintained a full Adobe XD component library, cutting handoff friction between design and engineering
- Sole designer owning all output across 3 product verticals (Career, Forum, Community) for nearly 4 years
- Produced full prototypes and detailed layouts for every feature, handing off directly to engineers for build

### Graphic Designer

Nov 2015 – Aug 2017

Bahaso.com · Jakarta

- Designed UI elements, illustrations, and layouts for a language-learning platform across web and mobile
- Created motion graphics, marketing videos, and print/digital assets for product and user acquisition campaigns

## SKILLS

<b>Design</b>	UI/UX Design, Information Architecture, Design Systems, User Research, Wireframing & Prototyping, Visual Design, Motion
<b>Tools</b>	Figma, Adobe XD, Illustrator, Photoshop, After Effects, Premiere Pro
<b>AI &amp; Dev</b>	Claude Code, Codex, Gemini, ChatGPT, Midjourney, MCP (built & published a server), Prompt Engineering, Veo
<b>Languages</b>	English (fluent, TOEIC 970) · Filipino (native) · Bahasa Indonesia (bilingual) · Japanese (conversational)

## EDUCATION

### Keio University

M.A. in Media Design, Keio Media Design (KMD), 2017–2019

### University of the Philippines Diliman

B.A. in Visual Communication, 2010–2015

## CERTIFICATIONS

Claude Code in Action — Anthropic, 2026

AI Fluency: Framework & Foundations — Anthropic, 2026

Introduction to Agent Skills — Anthropic, 2026

Generative AI for Everyone — DeepLearning.AI, 2025

Google UX Design Certificate — Google, 2022