



WILBERT CABA

DESIGN ENGINEER

South Florida | 561-809-3429 | hello@wilbertcaba.com | wilbertcaba.com | linkedin.com/in/wilbert-caba

Design-first developer building human-centered digital experiences

Design Engineer combining visual design, UX research, and front-end engineering to create thoughtful, high-performing digital experiences. Experienced in owning projects from discovery and interface design through production implementation, with measurable results in user engagement, development efficiency, and web performance. Specializes in React, Next.js, accessible interfaces, design systems, and scalable component architecture.

TECHNICAL & DESIGN SKILLS

Design & UX: Figma, Visual Design, Interaction Design, UX Research, Usability Testing, Information Architecture, Prototyping, Design Systems, Component Architecture.

Front-End Engineering: JavaScript, TypeScript, React, Next.js, HTML5, CSS3, Sass, Tailwind CSS, shadcn/ui, Framer Motion, Accessibility (WCAG), Core Web Vitals.

Platforms & Architecture: Payload CMS, WordPress, Gutenberg, PHP, Node.js, Supabase, Neon, PostgreSQL, Git, GitHub Actions, CI/CD, Composer, Vercel, WP Engine, AI-Assisted Development.

PROFESSIONAL EXPERIENCE

UX Developer | PMP Marketing Group

Feb 2017 – Oct 2026 • West Palm Beach, FL

- Designed and developed reusable React-powered Gutenberg blocks and 20+ front-end patterns, reducing large-site development time from 11 to 9 weeks (**18%**) while improving consistency across client experiences.
- Led research-driven redesign of a legal services website experience, conducting usability testing with five industry professionals and translating behavioral findings into mobile-first design improvements. Post-launch analytics showed a **45.6% reduction in mobile bounce rate** and a **186% increase in average mobile engagement time**.
- Optimized 35+ client websites for sub-2-second 4G loading and 90+ PageSpeed Insights scores, improving performance and Core Web Vitals.
- Independently restructured a WordPress monorepo into versioned repositories, introducing GitHub releases and Composer-managed dependencies to enable independent updates and improve maintainability.
- Implemented accessible, responsive interfaces using semantic HTML, keyboard navigation, WCAG-informed color contrast, alternative text, and reduced-motion preferences.
- Built automated deployment workflows using GitHub Actions and WP Engine, improving release consistency across shared codebases.

UI/UX & Graphic Designer | Grupo Universal

Apr 2013 – Jan 2016 • Santo Domingo, Dominican Republic

- Introduced dedicated UX capabilities to the marketing team at Grupo Universal, one of the Dominican Republic's leading financial groups; collaborated with Technology, Business, Product, and executive stakeholders on websites and applications across its subsidiaries.
- Led UX design of an iOS sales-force CRM application and introduced remote usability testing of interactive prototypes to validate digital product decisions.

UI/UX Designer | Berry Whale Dominicana

Feb 2012 – Apr 2013 • Santo Domingo, Dominican Republic

- Owned end-to-end UX design for finance, healthcare, and logistics products, from client discovery and information architecture to wireframes, interactive prototypes, usability testing, and UI delivery.
- Led UX design for Grupo Universal's first insurance mobile app for iOS and Android.

EARLIER EXPERIENCE

Freelance Web Designer (2008–2012) | **Graphic Designer, ECA Estudio** (2006–2008)

Designed websites, interfaces, and brand identities, collaborating with creative teams and developers.

SELECTED PROJECTS

Casa Cielo Bakery

Designed and developed a responsive e-commerce experience from visual exploration through production, integrating **Next.js**, **Payload CMS**, **reusable UI components**, and **custom interactions**.

Live: casacielobakery.com | **Case Study:** wilbertcaba.com/projects/casa-cielo-bakery

Beyond the Bounce Rate

Conducted usability research and redesigned a mobile web experience, contributing to a 45.6% reduction in bounce rate and a 186% increase in average engagement time.

Case Study: wilbertcaba.com/projects/beyond-the-bounce-rate

The Great Divide

Restructured a shared WordPress architecture into independently versioned packages, improving scalability, maintainability, and portability across client networks.

Case Study: wilbertcaba.com/projects/the-great-divide

EDUCATION & LEARNING

Associate Degree in Graphic Design — Pontificia Universidad Católica Madre y Maestra (PUCMM), 2009

Web Design for Usability — Interaction Design Foundation, 2017