

ELLESA SABASAJE

I'm a UX engineer and front-end engineer with over 6 years of experience.

My passion lies in bringing the best of both worlds to create user interfaces that are simple for casual consumers and intuitive for power users. I believe successful design is derived through exploring the intersection of business goals and consumer behavior.

EXPERIENCE

UX ENGINEER & FRONT-END DEVELOPER at Nimbyx

Dec 2015 — Present

- Designed the UX/UI for an IoT app that won the first Nimbyx Hackathon
- Worked with cross-functional teams in a fast-paced agile environment
- Designed and developed the style guide for the Nimbyx app ecosystem
- Analysed UI problems and created industry-standard design solutions that meet measurable business goals and requirements
- Saved hours of development time by collaborating closely with clients to rapidly iterate on UI solutions in Sketch, Omnigraffle, HTML and CSS
- Developed a solid CSS framework for a crossover between ASP and .Net using SASS, BEM and Atomic Design

LEAD FRONT-END DEVELOPER at Kite Systems

Sep 2014 — Oct 2015

- Managed overall front-end strategy for the overhaul of the NAVGlobal app
- Remotely and seamlessly worked with an international team of developers
- Dealt with the highest levels of security and large amounts of financial data
- Broke new ground by styling for a crossover between ASP and .Net
- Developed "design for customization" strategy for the web app

UI DESIGNER & DEVELOPER at John Scott School of Voice

May 2011 — Jun 2012

- Built the school's online presence from the ground up
- Devised strategies for a powerful global reach and more revenue streams
- Single-handedly designed and developed UX/UI for the web and mobile app

UI DESIGNER at SugarHabits

Feb 2011 — May 2011

- Focused on UX, wireframe design and information architecture
- Leveraged user research to devise gamification strategy
- Participated in all key phases of design and development for the web app

PROJECT MANAGER at Click Start Marketing

Mar 2010 — Mar 2011

- Handled the visual design and front-end strategies for each client project
- Developed the company's branding and visual identity
- Maintained production schedule by coordinating requirements among development, QA and marketing teams

CONTACT

available between 8:00 am to 8:00 pm



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SKILLS

rating based on the dreyfus model

technologies

HTML5	●●●●●
CSS3	●●●●●
JAVASCRIPT	●●●●●
JQUERY	●●●●●
SASS/SCSS	●●●●●
BOOTSTRAP	●●●●●
MODERNIZR	●●●●●
ANGULARJS	●●●●●

methods

BEM	●●●●●
SMACSS	●●●●●
ATOMIC DESIGN	●●●●●
LEAN UX	●●●●●
SCRUM	●●●●●
RWD	●●●●●

workflow

GRUNT	●●●●●
NPM	●●●●●
BOWER	●●●●●
GIT	●●●●●
CODEKIT	●●●●●

E D U C A T I O N & T R A I N I N G



B.S. COMPUTER SCIENCE at **Ateneo de Cagayan University**

2000 - 2003

A W A R D S



WINNER, Nimbyx International Hackathon

Jan 2016

- Designed and developed the concept for BiteHero, a gamified medical habit development app that aggregates data from biometric readers and provides a channel for users to interface with nearby medical professionals (i.e. the "Uber for dentists and doctors").
- Developed gamification strategy and point system
- Conceptualized opportunities for non-intrusive monetization within the app
- Designed UX/UI

tools

SKETCH 3



OMNIGRAFFLE



ADOBE SUITE



models

SITEMAPS



CARD SORTING



CONTENT AUDITS



PERSONAS



SCENARIO MAPS



USER FLOWS



WIREFRAMES



MOCKUPS



PROTOTYPING

