

# ELLESA SABASAJE

PHONE

+63 905 526 1041



GITHUB

ezakaze.github.io



EMAIL

emsabasaje@gmail.com



## + EXPERIENCE

## + TOOLSET

I'm a front-end web developer turned UX engineer with over 5 years of experience. My passion lies in creating 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.

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### ● FRONT-END DEVELOPER at **John Scott School of Voice**

Dec 2015 – Present

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- Worked closely with cross-functional teams to help define business and feature requirements
- Analysed UI problems and created design solutions that meet measurable business goals and requirements
- Dealt with high levels of security and large amounts of medical data
- Created the style guide for the Nimbyx ecosystem
- Developed a solid CSS framework for a crossover between ASP and .Net using SASS, BEM and Atomic Design

### ● **Kite Systems, Ltd.** at **John Scott School of Voice**

Sep 2014 – Oct 2015

- Managed overall front-end strategy for the overhaul of the NAVGlobal app
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@ Nimbyx

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## > SKILLSET

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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 John Scott School of Voice

Feb 2011 — May 2011

- Focused on UX, wireframe design and information architecture
- Collaborated across several departments to define gamification and navigation
- Participated in all key phases of design and development for the web app

### PROJECT MANAGER at John Scott School of Voice

Mar 2010 — Mar 2011

- Handled the visual design and front-end strategies for each client project
- Developed the company's branding and visual identity
- Designed the company web site's architecture and visual appearance

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## CAREER RETROSPECTIVE

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## SKILLS

rating based on the dreyfus model

### technologies

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

### methodologies

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

### workflow

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

## EDUCATION & TRAINING



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

2000 - 2003

## AWARDS



**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

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### toolset

SKETCH 3

OMNIGRAFFLE

ADOBE SUITE

---

### models

SITEMAPS

CARD SORTING

CONTENT AUDITS

PERSONAS

SCENARIO MAPS

USER FLOWS

WIREFRAMES

MOCKUPS

PROTOTYPING

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