Nina Nathalie Masigon

Product Designer / UI Designer / Frontend Developer

A Digital (UX/UI) Product Designer and a Front-end Developer with 6+ years of experience.

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Skills

TECH

HTML / CSS
SCSS
Bootstrap
Tailwind CSS
Javascript
React.js
Shopify Liquid
WordPress
Git

DESIGN

Product Design
UX Design
UI Design
UX Writing
Design System
Wireframing
Rapid Prototyping
Usability Testing

Tools

Figma
Adobe Photoshop
Adobe Illustrator
Hotjar
Google Analytics
Marvel
Github
Visual Studio Code

Certifications

Digital Skills: User Experience
Accenture, March 2023

Foundations of User Experience (UX) Design
Google, February 2022

Responsive Web Design
freeCodeCamp.org, August 2022

Summary

- **6+ years of Design and Development Experience:** Expert in transforming UI designs into responsive static pages, utilizing Bootstrap and TailwindCSS for optimal design and functionality.
- **1+ year in Tech as a Front-end Developer:** Skilled in Shopify Liquid, JavaScript, with familiarity in React, Next.js, and TypeScript, contributing to dynamic and scalable web applications
- **5+ years as a User Interface Designer:** Delivered high-quality design solutions aligned with business objectives. Proficient in Figma, auto-layout, design systems, and prototyping, ensuring seamless user experiences and efficient workflows

Experience

Aether • Dubai, UAE
www.aethergroup.com / www.roasagency.com

Frontend Developer   07/2023 - Present

- Increased Shopify campaign efficiency for ROAS Ecom and ROAS Network by enhancing the internal Shopify theme, optimizing e-commerce and affiliate marketing
- Designed the MVP of the ROAS App, an internal web application to streamline and maximize the production of campaign materials
- Automated the end-to-end workflow of our internal web application's user experience by integrating Cypress for automation testing
- Served as the primary developer support for affiliate managers at ROAS Network, enhancing integration of affiliate marketing strategies and improving campaign performance\

Edenred • Dubai, UAE
www.edenred.ae

(UX/UI) Product Designer, B2B Payroll   04/2022 - 09/2022

- Created a new design system for the product, and engineering teams and improve the quality and speed of products shipped
- Owned and led all B2B Payroll Portal overhauls, designed the MVP and contributed to the product vision of Payroll+
- Crafted a pricing landing page to promote the beta version of a new B2B Product, an HR platform that will be a major differentiator to the current products
- Introduced a new format of hand-offs by properly annotating designs and improved collaboration with offshore development teams to monitor design implementations

BFL Group (Brands For Less) • Dubai, UAE
www.bflgroup.ae / www.brandsforless.com

Web Designer   11/2018 - 03/2022

- Conceptualized and created UX design deliverables to provide a seamless user experience based on business objectives and requirements: user flows, wireframes (lo-fi and hi-fi), and prototypes
- Designed the MVP of Visual Search and Quick Filter and increased conversions by almost 80% by serving related and complementary products through visual AI-powered solutions, encouraging users to interact with more product pages.
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- Created lead-generating landing pages for promotional campaigns like Ramadan and Black Friday, leading to an average order of 20,000 - 25,000+ items per day compared to average daily orders of 15,000 - 17,000+ items
- Pioneered, executed and optimized catalog pages for all various product design initiatives between 7 brands under BFL Group: Brands For Less, Toys For Less, Homes For Less, Tchibo, Muy Mucho, Mumuso, and Luxury For Less
- Generated and maintained asset libraries based on optimal web preferences and liaised with back-end developers to ensure web and app logic is properly integrated
- Managed and maintained the CMS (Content Management System) for scheduling campaigns and fixing any functionality issues, including optimizing images for maximum speed and scalability during execution

iServe • Dubai, UAE

www.iserve.ae

Graphic Designer

07/2017 - 10/2018

- Modified the existing WordPress website from layout to function and published engaging content, such as e-marketing campaigns.
- Designed marketing materials for social media, including posters, flyers, company profiles, etc.
- Conceptualized and designed weekly newsletters and published them to the customer database using Mailchimp

Philippine Airlines, Inc • Kalibo, Aklan, PH

www.philippineairlines.com

Intern

03/2015 - 07/2015

- Revamped 60+ corporate presentation templates, improving product consistency and productivity, and provided sales and marketing team support materials
- Provided the necessary POP (Point of Sale) materials and collaborated with internal teams to design deliverables

Education

Garcia College of Technology   2012 - 2016

Bachelor of Science in Information Technology

Kalibo, Aklan, Philippines