



# Nina Nathalie Masigon

Front-end Developer / Web Designer / Product Designer

+971 55 508 7380

mninanathalie@gmail.com

[www.nathalie.work](http://www.nathalie.work)

Dubai, United Arab Emirates

## SUMMARY

- 6+ years of experience in design and development, delivering high-quality design deliverables based on business objectives — well-versed in Figma, auto-layout, design systems, and prototyping
- 1 year experience as a Front-end Developer, with experience in Shopify Liquid, Javascript, and Wordpress. I am also familiar with React, Next.js, Typescript
- 5 years of experience as a Web Designer with hands-on experience transforming campaign landing pages into responsive HTML/CSS, Bootstrap and Tailwind

## EXPERIENCE

**2023 - PRESENT** Dubai, UAE

[www.aethergroup.com](http://www.aethergroup.com)

### AETHER / FRONT-END DEVELOPER

- Contributed to front-end development projects at ROAS Ecom and ROAS Network, a subsidiary of Aether, focusing on Shopify e-commerce campaigns and affiliate marketing
- Collaborated with other developers in improving the ROAS Ecom Internal Shopify Theme
- Designed the MVP of the ROAS App - specifically for the AI Reviews, and Drag & Drop feature, utilized ShadCN library and Cypress for automation testing
- Developed Wordpress e-commerce shops and utilized Elementor for theme customization
- Main developer support for affiliate managers under ROAS Network and collaborated with cross-functional teams to integrate affiliate marketing strategies

**2023-2023** Dubai, UAE

### CREATIVO / WEB DESIGNER

- Collaborated with offshore developers to design and implement the front-end of the Sailing Academy microsite for P&O Marinas, a subsidiary of DP World

**2022 - 2022** Dubai, UAE

[www.edenred.ae](http://www.edenred.ae)

### EDENRED / DIGITAL PRODUCT DESIGNER

- Created a new design system for the internal 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+
- Designed 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

**2018 - 2022** Dubai, UAE

[www.bflgroup.ae](http://www.bflgroup.ae) / [www.brandsforless.com](http://www.brandsforless.com)

### BFL GROUP (BRANDS FOR LESS) / WEB DESIGNER

- 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

MY PORTFOLIO

## SKILLS

### TECH

HTML / CSS  
SCSS  
Bootstrap 4 & 5  
Tailwind CSS  
Javascript  
Shopify  
WordPress

### DESIGN

Digital Product Design  
UI Design  
Wireframing  
Rapid Prototyping  
Design System  
Responsive Design

## TOOLS

Figma  
Adobe Photoshop  
Adobe Illustrator  
Elementor (WordPress)  
Hotjar  
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

- Designed the MVP of Visual Search and Quick Filter serving related and complementary products through visual AI-powered solutions, encouraging users to interact with more product pages.
- 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

**2017 - 2018** Dubai, UAE

[www.iserve.ae](http://www.iserve.ae)

#### **ISERVE IT SOLUTIONS / GRAPHIC DESIGNER CUM ADMIN**

- 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
- Carried out general administrative duties and coordinated with management on a wide range of projects

**2015 - 2015** Kalibo, Aklan, Philippines

[www.philippineairlines.com](http://www.philippineairlines.com)

#### **PHILIPPINE AIRLINES / INTERN**

- 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**

#### **Bachelor of Science (B.S.) Information Technology**

Kalibo, Aklan, Philippines

**2012-2016**