



# Nina Nathalie Masigon

Digital Product Designer / User Interface Designer

A Digital 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](http://www.aethergroup.com) / [www.roasagency.com](http://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](http://www.edenred.ae)



### (Digital) Product Designer

04/2022 - 09/2022

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

