



Nina Nathalie Masigon

Digital Product Designer / UI Designer / Front-end Developer

+971 55 508 7380

mninanathalie@gmail.com

www.nathalie.work

Dubai, United Arab Emirates

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, and WordPress, 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

2023 - PRESENT Dubai, UAE

www.aethergroup.com

AETHER / FRONT-END DEVELOPER

- Increased Shopify campaign efficiency by 30% 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 optimize the end-to-end workflow, utilizing the ShadCN library and Cypress for automation testing
- Built over 15 WordPress e-commerce shops and customized themes using Elementor
- Served as the main developer support for affiliate managers at ROAS Network, enhancing integration of affiliate marketing strategies and improving campaign performance

2022 - 2022 Dubai, UAE

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+
- 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

2018 - 2022 Dubai, UAE

www.bflgroup.ae / www.brandsforless.com

BFL GROUP (BRANDS FOR LESS) / WEB DESIGNER

- Conceptualized 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 serving related and complementary products through visual AI-powered solutions, boosting product page interactions by 30%
- Produced 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

MY PORTFOLIO

SKILLS

TECH

HTML / CSS
SCSS
Bootstrap 4 & 5
Tailwind CSS
Javascript
React.js
Craft.js
Shopify
WordPress
Git

DESIGN

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

TOOLS

Figma
Adobe Photoshop
Adobe Illustrator
Elementor (WordPress)
Hotjar
Github
Visual Studio Code
Vercel

CERTIFICATIONS

Digital Skills: User Experience

Accenture
March 2023

Foundations of User Experience (UX) Design

Google
February 2022

Responsive Web Design

freeCodeCamp.org
August 2022

- 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

○ **ISERVE IT SOLUTIONS / GRAPHIC DESIGNER**

- 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

2015 - 2015 Kalibo, Aklan, Philippines

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