

# NIÑA NATHALIE MASIGON

## PRODUCT DESIGNER

### MOBILE

+971 55 508 7380

### EMAIL

HELLO@NATHALIE.DESIGN

### PORTFOLIO

HTTPS://NATHALIE.DESIGN

### LOCATION

DUBAI, UNITED ARAB EMIRATES

## SKILLS

### DESIGN

- UI/UX Design
- Visual Design
- Design System
- User Research
- Wireframing
- Rapid Prototyping

### TECHNICAL

- HTML
- CSS
- Bootstrap
- Tailwind CSS
- SCSS

## TOOLS

- Figma
- Adobe CC
- Zeplin
- MS Teams
- Slack
- Trello
- Clickup
- MS Office

## CERTIFICATIONS

### FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN

COURSERA | GOOGLE

CERTIFICATE ID: **SEB236SZ7BER**

FEBRUARY 24, 2022

### RESPONSIVE WEB DESIGN

FREECODECAMP.ORG

JUNE 12, 2012 - APRIL 2016

### THE FUNDAMENTALS OF DIGITAL MARKETING

GOOGLE

CERTIFICATE ID: **TCM T8D 7GY**

MARCH 23, 2021

## SOCIAL



### LINKEDIN

LINKEDIN.COM/IN/THATGIRLNATHALIE/

## EXPERIENCE

APR 2022 - PRESENT

### PRODUCT DESIGNER

#### EDENRED UAE

Business Bay, Dubai, United Arab Emirates

- Developed a new design system and improved the quality 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
- Collaborated with offshore developers to monitor their progress with design implementations and introduced a new format of handoff by properly annotating designs and creating user flows

NOV 2018 - JAN 2022

### PRODUCT DESIGNER

#### BFL GROUP (BRANDS FOR LESS, FZCO)

Dubai, United Arab Emirates

- 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 for shoppers 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.
- Designed lead-generating landing pages for promotional campaigns like Ramadan and Black Friday, with a minimum order of 20,000 - 25,000 items per day, compared to average daily orders of 15,000 - 17,000 items
- Updates and maintains the CMS for scheduling of campaigns, and fixing any functionality issues, including optimizing images for maximum speed and scalability during execution

JUN 2016 - JUN 2017

### DESIGN INTERN

#### PHILIPPINE AIRLINES, INC.

Kalibo, Aklan, Philippines

- Created corporate presentations templates, increasing productivity and consistency in design
- Collaborated with internal teams to conceptualize design deliverables for events and product launch

MAR 2015 - JUN 2015

### GRAPHIC DESIGN INTERN

#### GLOBE GROUP

Kalibo, Aklan, Philippines

- Built rich media graphics for all marketing presentation
- Provide the necessary POP (Point of Sale) materials for the sales department.

## EDUCATION

### BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

GARCIA COLLEGE OF TECHNOLOGY

PHILIPPINES

JUNE 12, 2012 - APRIL 2016