



NIÑA NATHALIE MASIGON

UI/UX DESIGNER



SCAN TO SEE
PORTFOLIO

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HELLO@NATHALIE.DESIGN

DEIRA, DUBAI, UAE

ABOUT

Highly skilled UI/UX Designer, with a Bachelor's Degree in Information Technology seeking to use proven skills in UI prototyping to enhance user experience. Skilled in Figma and UX Research. Completed several projects, including Visual Search & Product Discovery, and worked with industry-famous brands like Mumuso, Muy Mucho, and Brands For Less to name a few.

SKILLS

UI/UX DESIGN		HTML 5	
VISUAL DESIGN		CSS 3 (SCSS/LESS)	
INTERACTION DESIGN		BOOTSTRAP 3, 4 & 5	
RAPID PROTOTYPING		TAILWINDCSS	
WIREFRAMING		JAVASCRIPT	

TOOLS

FIGMA	SKETCH	ADOBE XD	INVISION	ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR	ADOBE PREMIERE PRO	NPM	VISUAL STUDIO CODE	
GIT	MICROSOFT OFFICE	TRELLO	NOTION	SLACK

EXPERIENCE

NOV 2018 - JAN 2022

UI/UX DESIGNER | WEB DESIGNER

BFL GROUP (BRANDS FOR LESS, FZCO) Jebel Ali Freezone, 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
- Liaising with back-end developers to ensure web and app logic is properly integrated
- Maintained and generated asset libraries and ensures that they are based on optimal web preferences
- Designed engaging, responsive and lead-generating landing pages for campaigns like ramadan, black friday sale, singles day, as well as catalog pages for brands like Toys for Less, Homes for Less, Tchibo, Mumuso & Muy Mucho and converts them to HTML & CSS and ensures stability across devices i.e. desktop, mobile, tablet
- Updates and maintains the CMS for scheduling of campaigns, and fixing any functionality issues, including optimizing images for maximum speed and scalability during execution

PROJECTS UNDER BFL GROUP:

Brands for Less Website & Mobile App <https://www.brandsforless.ae/en-ae/>

- Redesigned the Brands for Less mobile app and website's **checkout**, **my orders** and **order return page** user flows based on research and customer feedback

GENDER	FEMALE
DATE OF BIRTH	JANUARY 23, 1996
NATIONALITY	PHILIPPINES
LANGUAGES	ENGLISH & FILIPINO

EDUCATION

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

Garcia Collece of Technology

PHILIPPINES

JUNE 12, 2012 - APRIL 2016

CERTIFICATIONS

RESPONSIVE WEB DESIGN

[FREECODECAMP.ORG](https://www.freecodecamp.org)

JUNE 12, 2012 - APRIL 2016

THE FUNDAMENTALS OF DIGITAL MARKETING

GOOGLE

CERTIFICATE ID: **TCM T8D 7GY**

MARCH 23, 2021

SOCIAL



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- Designed Brands for Less websites' visual search feature and collaborated with the dev team to identify product brief and functionality related to business objectives
- Produced an interface design for **quick and easy product filters** with a user-centered approach to improve the user flow for a seamless customer experience.

Tchibo / Mumuso / Muy Mucho

- Designed lead-generating **landing pages** and promotional campaigns like **newsletters, sale catalogs, social media collaterals** according to their brand identity and standards.

2020-PRESENT

FREELANCE, SELF EMPLOYED

Duties listed below include but are not limited to the following;

SEÑOR GROOMING LOUNGE

Dubai Festival City, United Arab Emirates

- Transformed "Coming Soon" Landing Page Design to a Responsive Website
- Replicated original design from the Web for Mobile (or smaller screens) using resources provided. Technical Skills & Tools Used: HTML5, CSS3, Adobe Illustrator

RYT PARTNERS

Jebel Ali Freezone, Dubai, United Arab Emirates

- Coordinated with the design team to incorporate responsive design into the landing page.
- Transformed Landing Page Design to a Web Page.

JUL 2017 - AUG 2018

GRAPHIC WEB DESIGNER

ISERVE COMPUTER TRADING LLC

Dubai, United Arab Emirates

- Developed and design artwork for marketing materials for web or social medias including posters, flyers, company profile, etc.
- Modified existing website from layout to function and publish engaging content, such as e-marketing campaigns
- Submitted weekly and occasional newsletter to customer database using mailchimp
- Performed general and administrative duties and undertake other related jobs as directed by the managing director

JUN 2016 - JUN 2017

GRAPHIC DESIGN INTERN

PHILIPPINE AIRLINES, INC.

Kalibo, Aklan, Philippines

- Built rich media ads for mobile and tablet from conceptual inception to execution.
- Interprets creative briefs to create strong concepts and innovative designs. Works with a team of designers to prepare multiple design mock-ups and presentations.
- Identified user scenario and designed the flowchart and storyboard for campaigns.
- Responsible for the design of all marketing and sales materials that represents the brand.