NIÑA NATHALIE MASIGON

PRODUCT DESIGNER

SCAN TO SEE PORTFOLIO

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📍 DEIRA, DUBAI, UAE

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

FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN

COURSERA | GOOGLE
CERTIFICATE ID: **SEB236SZ7BER**
FEBRUARU 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/

DRIBBBLE
DRIBBBLE.COM/THATGIRLNATHALIE

INSTAGRAM
INSTAGRAM.COM/DESIGN.NATHALIE/

GITHUB
GITHUB.COM/THATGIRLNATHALIE

ABOUT

Designing products for Fintech and E-commerce businesses with a Bachelor's degree in Information Technology. Skilled in Design Systems and Prototyping. Completed several projects, including Visual Search & Product Discovery, E-commerce Order Returns, Checkout Process Redesign, and worked with industry-famous brands like Mumuso, Muy Mucho, Brands for Less, and Edenred 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   MS TEAMS

EXPERIENCE

APR 2022 - PRESENT

PRODUCT DESIGNER

EDENRED UAE — Business Bay, Dubai, United Arab Emirates

o Developed a new design system and revamped the entire B2B Portal (Payroll+); worked closely with the Head of Experience and Design

o Collaborated with developers to monitor their progress with design implementations

o Owned and led all B2B Payroll Portal overhauls, designed the MVP, and contributed to the product vision of Payroll+

o Worked closely with product managers to wireframe and come up with design solutions and manage the usability risk by testing designs with clients before development

NOV 2018 - JAN 2022

PRODUCT DESIGNER

BFL GROUP (BRANDS FOR LESS, FZCO) — Jebel Ali Freezone, Dubai, United Arab Emirates

o 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

o Liaising with back-end developers to ensure web and app logic is properly integrated

o 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
- 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.

JUL 2017 - AUG 2018

WEB DESIGNER
ISERVE   Dubai, United Arab Emirates

- Modified existing website from layout to function and publish engaging content, such as e-marketing campaigns
- Developed and design artwork for marketing materials for web or social medias including posters, flyers, company profile, etc.
- Submited weekly and occasional newsletter to customer database using mailchimp

JUN 2016 - JUN 2017

DESIGN INTERN
PHILIPPINE AIRLINES, INC.   Kalibo, Aklan, Philippines

- Built rich media graphics for of all marketing and sales presentation
- Interprets creative briefs to create strong concepts and innovative designs.
- Worked with a team of designers to prepare multiple design mock-ups and presentations.
- Performs other duties as assigned by management

NOTABLE FREELANCE PROJECTS   **2020-PRESENT**

SEÑOR GROOMING LOUNGE   Dubai Festival City, United Arab Emirates
https://senorgrooming.com/

- Transformed "Coming Soon" Landing Page Design to a Responsive Website
- Replicated original design from the Web for Mobile (or smaller screens) using resources provided.

RYT PARTNERS   Jebel Ali Freezone, Dubai, United Arab Emirates
https://www.rytpartners.com/

- Coordinated with the design team to incorporate responsive design into the landing page.

DENTCARE & THERABREATH CENTER   Kalibo, Aklan, Philippines

- Designed the user flows, journey maps and visual styles for a dental website and carried out adaptive mobile screens for a seamless user experience.