



# NIÑA NATHALIE MASIGON

UI/UX DESIGNER



SCAN TO SEE  
PORTFOLIO

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DEIRA, DUBAI, UAE

## ABOUT

A highly skilled UI/UX Designer with a Bachelor's Degree in Information Technology seeking to enhance user experience with proven skills in UI prototyping. 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

**WHATSAPP**  
[+971 55 508 7380](https://wa.me/971555087380)

**LINKEDIN**  
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**DRIBBBLE**  
[DRIBBBLE.COM/THATGIRLNATHALIE](https://dribbble.com/thatgirlnathalie)

**INSTAGRAM**  
[INSTAGRAM.COM/DESIGN.NATHALIE/](https://www.instagram.com/design.nathalie/)

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**INSTAGRAM**  
[INSTAGRAM.COM/DESIGN.NATHALIE/](https://www.instagram.com/design.nathalie/)



**GITHUB**  
[GITHUB.COM/THATGIRLNATHALIE](https://github.com/thatgirlnathalie)

- o Designed Brands for Less websites' visual search feature and collaborated with the dev team to identify product brief and functionality related to business objectives
- o 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**

- o 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

- o Transformed "Coming Soon" Landing Page Design to a Responsive Website
- o 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

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

JUL 2017 - AUG 2018

## **GRAPHIC WEB DESIGNER**

### **ISERVE COMPUTER TRADING LLC**

Dubai, United Arab Emirates

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

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