

NIÑA NATHALIE MASIGON

PRODUCT DESIGNER

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

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/

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HELLO@NATHALIE.DESIGN

[HTTPS://NATHALIE.DESIGN](https://nathalie.design)
DUBAI, UNITED ARAB EMIRATES



SCAN TO SEE
PORTFOLIO

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.

Read Case Studies on: <https://nathalie.design>

Password: **hellonathalie**