

# KATHRINA ALEJANDRINO

## UX DESIGNER

Metro Manila, Philippines | hello@katalej.website | [www.katalej.website](http://www.katalej.website)

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### PERSONAL SUMMARY

User Experience Designer with front-end development skills and over 10 years of experience. Skilled in designing with development in mind. Experienced in collaborating with developers, product managers, and stakeholders to create intuitive interfaces that drive usability, engagement, and business results.

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### TECHNICAL SKILLS

#### UX Design

- Wireframing & Prototyping (Figma, Adobe XD)
- Usability Testing & User Research
- Style Guides
- UX Team Collaboration

#### Front-End Development

- HTML5, CSS3, jQuery
- Bootstrap
- E-commerce - WordPress, Woocommerce, Shopify

#### Business & Strategy

- Digital Strategy & Branding
- E-commerce
- Social Media Presence

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### PROFESSIONAL EXPERIENCE

#### UX Team Lead, Zakki Org (Volunteer Work)

September 2024 - Present

- Lead a team of UX designers in designing an educational mobile app
- Develop and maintain a style guide to ensure design consistency across all devices.
- Oversee wireframing, high-fidelity mockups, and prototyping, ensuring alignment with user needs and branding.
- Improved design consistency by 40% through weekly team design reviews and feedback sessions to refine layouts and follow style guide.

#### Freelance Front-End Developer

March 2007 - Present

- Convert design mockups to HTML5/CSS, ensuring mobile responsiveness using Bootstrap as a framework.
- Extensively used HTML5, XHTML, CSS3, and jQuery.
- Developed e-commerce websites using WordPress and Shopify.
- Conduct thorough testing to fix bugs and cross-browser compatibility issues.
- Worked remotely for companies in the US, Australia, London and the Philippines

#### HTML/CSS Converter

January 2006 - February 2007

- Worked remotely as an HTML/CSS Converter, responsible for transforming PSD designs into XHTML according to W3C standards.
- Ensured compatibility across various web browsers, optimizing HTML pages for a seamless user experience.

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### EDUCATION

#### UX Design Certificate

September 2022 - May 2023

Coursera - Google

#### Bachelor of Science in Business Administration, Major in Computer Applications

June 2000 - March 2004

DLSU - College of St. Benilde, Philippines

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### ADDITIONAL INFORMATION

- **Languages:** English, Filipino