



NEVIN ALCOBER

15 YEAR EXPERIENCE

PRODUCT UI/UX DESIGNER MANAGER



OVERVIEW

A profoundly inventive, enthusiastic, and accomplished leader in Product UI/UX Design, adept in problem-solving, visual UI design, UX research, HCI, user-centered design principles and methodologies, product development, agile scrum, and front-end development. With an outstanding track record of conceiving and executing web apps and projects that endure the test of time, Nevin brings 15 years of experience in bringing concept ideas to fruition in competitive environments.

In addition to his expertise in web design, mobile design, motion graphics, and branding, Nevin is also a skilled front-end development full-stack designer. His comprehensive skills cover every aspect of the design and development process, resulting in products that seamlessly blend aesthetics and functionality. A highly effective communicator, both in written and verbal form, coupled with exceptional problem-solving abilities and visionary leadership, Nevin is an invaluable asset to any product development organization, consistently delivering innovative solutions and driving projects to success.

QUALIFICATION INCLUDE:

- Product design (Mobile/desktop)
- Branding Identity
- Agile Scrum
- SEO Concept
- Marketing Strategy
- Visual / Creative Design
- Usability Testing
- Information Architecture
- Research Analytics
- Prototyping
- Adobe Creative Suites
- Wireframing
- Project Management
- Journey Mapping

TECHNICAL SKILLS:

- Photoshop (100%)
- Front End Dev (80%)
- Figma (100%)
- Sketch (100%)
- Prototipe (Prototyping) (60%)
- Adobe After FX (80%)
- Bootstrap (95%)
- Wordpress (90%)
- Elementor (100%)
- Framer (70%)
- Adobe Illustrator (70%)
- HTML/CSS (100%)
- Framework7 (50%)
- Javascript (50%)

CONTACT INFO:

- 052 489 6134 ■ vinz@vinzmedia.com
- <https://www.vinzmedia.com>
- Al Karama, Karama 2 Building, Flat 213

EXPERIENCE

PRINCIPAL PRODUCT DESIGNER

Mar 2022 – Present

ALLUP CLOUD / ONE TECH CAPITAL (DUBAI, UAE)

AllUp Cloud redefines wellness by offering innovative gym management solutions that empower brands to deliver exceptional fitness experiences. Our goal is to build a vibrant community of health enthusiasts, combining technology and passion to transform well-being for a journey towards health and happiness.

- This entails researching user behaviors and preferences through surveys, interviews, and data analysis to gather insights and address their needs effectively, enhancing their overall user experience.
- Collaborate with Business Lead & Product managers to align design strategy with product goals, roadmap, and prioritize features based on user needs.
- As principal product design, I guide a team of 3 members, aligning tasks with strengths, setting clear priorities and deadlines, monitoring progress, offering guidance, fostering collaboration, and balancing workloads for timely project completion.
- I lead the strategic development of design visuals and video promotions for Social Media and Marketing initiatives for both One Tech and AllUp Products. This involves conceptualization, planning, execution, and refinement to ensure alignment with brand identity and campaign goals.
- Generate wireframes and prototypes to illustrate the user flow and interaction of the product. Continuously refine and iterate on the design until achieving a final version that fulfills user needs and aligns seamlessly with the product's objectives.

As Principal Product Designer for a Fitness Application, I lead in user-centric design, collaborating with stakeholders, crafting intuitive interfaces, conducting reviews and testing, and tracking industry trends. I also oversee creative assets like banners and videos, manage team tasks, and maintain design consistency across AllUp products, all to deliver a seamless user experience that motivates fitness goals.

PRODUCT MANAGER

May 2021 – Mar 2022

PROUD PANDA NETWORK TECH / IOTTEGRITY (DUBAI, UAE)

Proud Panda Network Technology and IoTegrity delivers advanced solutions to counter cyber-attacks, furnishing top-tier, secure, and user-friendly software suites. Our goal is to foster a world where internet access is free from concerns about cybercriminals or fraudulent activities that may result in data loss or other consequences.

- Collaborated cross-functionally with design, engineering, marketing, and sales teams to identify and deliver new product
- Developed and executed detailed product roadmaps using Agile methodology.
- Managed all development teams and designers engaged on projects within the suite.
- Kept abreast of new product knowledge through appraisals of new product ideas and features.
- Management duties include resource planning, hiring, performance management, career development and coaching, and day-to-day
- Collaborated closely with business and technology teams to craft a unified digital payment strategy aimed at delivering top-notch products for our customers.

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Imparting my Knowledge & Expertise as resource speaker in University for seminar workshop on Adobe After Effects (2012)
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Sharing my knowledge and expertise as a guest speaker at a university seminar workshop on Cinema 4D a 3D Graphic Software (2014).

EXPERIENCE

SR. PRODUCT DESIGNER

Nov 2020 - May 2021

PROUD PANDA NETWORK TECH (DUBAI, UAE)

Proud Panda Network Technology delivers advanced solutions to counter cyber-attacks, furnishing top-tier, secure, and user-friendly software suites. Our goal is to foster a world where internet access is free from concerns about cybercriminals or fraudulent activities that may result in data loss or other consequences.

- Worked with and communicated with Product Owners daily, gathering clear business requirements and delivering designs on time.
- Utilizing a systematic UI/UX Design process that ensures a high-level of success for each project delivered.
- Generating wireframes, interactive prototypes (Figma) and hi-fidelity visual UI design mockups.
- Working hands-on with development team daily, assisting with HTML/CSS to ensure accurate design implementation.
- Delivering prototypes to CEO and senior management for review, seeking approval, and incorporating any necessary modifications or enhancements based on feedback.
- Led the cross-team initiative in developing and implementing a visual design system, while also taking the lead in creating creative banners and video productions for social media marketing and

HYBRID DESIGNER / FRONT END DEVELOPER

Apr 2018 - Jun 2020

LINKMEDIA (FORMERLY HELPFUEL, DUBAI, UAE)

Linkmedia is a full-spectrum media European agency that empowers clients by delivering tailored digital solutions. With a global footprint, and offices in 5 countries across 3 continents, we help clients handle e-payments, serve ads, market themselves, develop online channels, and connect market opportunities with business results.

- Design and develop end to end digital user experiences across multiple projects (Entertainment, and Fitshop/Nutra).
- Ensure that our UX is accessible and responsive.
- Research on modern and current technologies and resources useful for user interface and experience.
- Designed, developed, maintained and upgraded different websites using javascript based framework
- Built a style guide for the in-house tech team to follow on site.based framework
- Identify and resolve conversions issues for FitShop campaigns, and communicate ideas and design rationale, all within a user-centric design process.

LEAD UI/UX DESIGNER

Apr 2012 - Mar 2018

ALWAYS OPEN COMMERCE (PHILIPPINES)

The premier Ecommerce Developer Firm in Florida, specializing in the development of ecommerce solutions using platforms such as Magento, Shopify, Bigcommerce, and Woocommerce. Additionally, offer services in SEO, web design, creative content writing, M2E integration, and marketplace listing optimization.

- Leading UI/UX and designing projects from concept to production, working primarily on the Time & Attendance product.
- Coordinated all design projects with project managers and engineers to guarantee client satisfaction.
- Generating wireframes, interactive prototypes (Invision) and hi-fidelity visual UI design mockups business requirements and delivering designs on time.
- Working hands-on with development team daily, assisting with HTML/CSS to ensure accurate design implementation.
- Assumed leadership in driving a collaborative cross-team initiative to develop and integrate a visual design system, while simultaneously guiding the creation of captivating banners and video content for social media marketing and website applications across multiple projects.accurate design implementation.

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EXPERIENCE

WORDPRESS DEVELOPER

Oct 2019 – Mar 2020

THE GOODS COLLECTIVES (FREELANCE, DUBAI, UAE)

Leading supplier of organic food in Abu Dhabi & Dubai, they source food and beverages that are not just of the highest quality, but wholesome, healthy, and dairy free too. The products supplied by them are sourced from across the world and are distributed in the Middle Eastern market.

- As a side project, I conducted market research and competitor analysis to inform development and design decision-making processes.
- Prepared and presented technical proposals to clients.
- Built and designed client websites with WordPress WooCommerce Platform.
- Developing PHP and HTML for landing pages, microsites, etc., outside WordPress, and using JavaScript frameworks for website functionality.
- Ensure web solutions are compatible across browsers, platforms, and devices, and conduct QA with freelancer teams on finished products.
- Presenting prototypes to support the company's CRO and ROI, guiding informed decisions in website functionality development and enhancement.
- Develop marketing materials to enhance brand presence across various platforms including books, flyers, booth designs, web banners, PowerPoints, sales collateral, infographics, and videos.
- Tailored post types, fields, plugins, and themes to seamlessly align with clients' needs.

WEB DESIGNER / CREATIVE DESIGNER

Sep 2018 – Nov 2019

HOSTED IN CANADA – CALGARY CANADA (FREELANCE)

Hosted In Canada serves as a comprehensive Web Hosting Provider, addressing the diverse needs of both individuals and businesses. As a Freelance Web Designer associated with the company, my primary focus centers on creating intuitive and user-centric designs for HIC's newly updated platform. Additionally, I contribute significantly to the development and enhancement of marketing materials and brand collateral, ensuring they reflect the brand identity and resonate with user expectations.

- Worked with the business owner to help create a design feature roadmap that moved us closer to achieving the vision.
- Led the visual design efforts for the redesign of HostedInCanada.com.
- Redesigned homepage & site navigation for all landing Pages
- Built a style guide for the in-house tech team to follow on site.
- Fully engaged in the Agile development process.
- Completed all the projects within budget and timeline.
- Designed marketing and site materials for the 2017 and 2019 holiday seasons.

WEB DESIGNER / CREATIVE DESIGNER

May 2015 – Jan 2016

GENEMEDICS – BIRMINGHAM, MI, USA (FREELANCE)

Genemedics Health Institute is a top provider of age-management programs, dedicated to helping individuals achieve optimal health. Their offerings include supplements and a Fitness Mobile App, designed to support their mission of improving well-being seamlessly.

- Led the online design and brand development efforts for Genemedics.com in collaboration with a team of freelancers, working closely to realize the envisioned goals.
- Crafted web interfaces from inception to execution, formulated brand concepts, and conceived innovative web tools for ecommerce, all aimed at cultivating a user-friendly online experience for consumers.
- Worked directly to the owner to designed internet applications from concept to production
- Aiding in the development of creative content for marketing campaigns and advertisements.
- Presenting prototypes to higher-ups for approval / modifications/improvements

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EXPERIENCE

WORDPRESS DEVELOPER

Jun 2017 - Dec 2017

GUIDE AND WIN BY CELL - SAN FRANCISCO, USA (FREELANCE)

Guide by Cell is a provider of effective and affordable mobile technology solutions, offering a range of cell phone-based products, from customized mobile apps to text messaging alerts, for businesses to self-guided experiences.

- Was responsible for both back-end and front-end development, including implementing WordPress themes and plugins, as well as site integration and security updates.
- Collaborated closely with graphic designers, who were based in San Francisco, California, within a dynamic team setting. Observed detailed specifications and responded promptly to word-of-mouth change requests. Utilized Photoshop for slicing, cutting, and optimizing graphics.
- Implemented new features in accordance with functional specifications.
- Undertook the comprehensive process of conceptualizing, designing, and constructing the front-end interface of the website.
- Regularly oversaw and evaluated the operational efficiency and effectiveness of the live website to ensure optimal performance and user experience.
- Conducted research and assessment of alternative technical solutions, subsequently offering recommendations for the most efficient and cost-effective course of action.

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