NEVIN ALCOBER

17 YEAR EXPERIENCE

PRODUCT UI/UX DESIGNER MANAGER

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OVERVIEW

A profoundly inventive and accomplished Product UI/UX Design Leader with 16 years of experience delivering high-impact B2B and B2C digital products in competitive environments. Expertise spans user-centered design, UX research, HCI, Agile Scrum methodologies, product development, and front-end development, translating complex business requirements into intuitive, scalable, and visually compelling solutions.

Proven track record of conceiving, designing, and executing web and mobile applications that stand the test of time. A comprehensive skill set across UI design, UX strategy, motion graphics, branding, and full-stack front-end development enables seamless integration of aesthetics, usability, and technical excellence throughout the product lifecycle.

A strategic thinker and highly effective communicator, excelling in cross-functional collaboration, problem-solving, and design leadership, consistently driving projects to success through innovative, user-focused solutions aligned with business objectives and exceptional digital experiences.

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%)**
- Protopie *(Prototyping)* **(60%)**
- Adobe After FX **(80%)**
- Bootstrap **(95%)**
- Wordpress **(90%)**
- Elementor **(100%)**
- Framer **(70%)**
- Adobe Illustrator **(70%)**
- HTML/CSS **(100%)**
- Framework7 **(50%)**
- Javascript **(50%)**

EXPERIENCE

PRODUCT CREATIVE HEAD (UI/UX)

Feb 2025 - Present

KPTAC TECHNOLOGIES LLC (DUBAI, UAE)

- Leading UI/UX design and product strategy for KPTAC digital platforms.
- Owned the end-to-end eMenu and eMenu Table experience from concept to launch.
- Designed user journeys, interaction flows, and scalable information architecture.
- Produced high-fidelity UI designs, prototypes, and design systems.
- Collaborated with product, engineering, and operations teams to align design execution with business goals and customer needs.

FRONT-END DEVELOPER & WEB MANAGER

Jul 2024 – Feb 2025

REFINE HOME INTERIOR (DUBAI, UAE)

- Designed premium UI/UX experiences aligned with brand identity.
- Built elegant user flows for portfolios, customization, and checkout.
- Developed CMS-driven pages and responsive front-end components.
- Integrated third-party APIs and optimized performance and compatibility.

PRINCIPAL PRODUCT DESIGNER

Mar 2022 – May 2024

ALLUP CLOUD / ONE TECH CAPITAL (DUBAI, UAE)

- Led product design for white-label fitness apps including **UFC Gym ME.**
- Core contributor to **Cofe App** and **Caribou** product design initiatives.
- Built scalable design systems reducing development time by **30%.**
- Mentored designers and collaborated with product leadership.

PRODUCT MANAGER / HEAD OF UX

May 2021 - Mar 2022

PROUD PANDA NETWORK TECH / IOTEGRITY (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 solutions and enhance the 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 supervision
- 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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TECHNICAL SKILLS:

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- Sketch **(100%)**
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- Adobe Illustrator **(70%)**
- HTML/CSS **(100%)**
- Framework7 **(50%)**
- Javascript **(50%)**

EDUCATION:

- **Interface Computer College (Davao City, Philippines)**
  Studied Bachelor of Science in Computer Science **(2008 - 2011)**

RECOGNITIONS:

- **Adobe After Effects 6.5 Professional Speaker (Philippines)**
  Imparting my Knowledge & Expertise as resource speaker in University for seminar workshop on Adobe After Effects **(2012)**

- **Cinema 4D Resource Speaker (Philippines)**
  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 website.

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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TECHNICAL SKILLS:

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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.
- PHP and HTML development outside of WordPress for landing pages, microsites, etc Utilizing JavaScript frameworks to implement website functionality.
- Ensure cross-browser, cross-platform, and multiple device type compatibility for all web solutions and perform any necessary QA on finished products together with other freelancer
- Presenting prototypes to aid the company's CRO and ROI, facilitating informed decisions in the development and enhancement of website functionality.
- Design and marketing materials development: enhance our brand presence (Books, flyers, booth design, web banners, PowerPoints, sales collateral, infographics, videos, etc.)
- Crafted tailored post types, fields, plugins, and themes to align seamlessly with clients' requirements.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.
- Created the marketing and site material for both 2017 & 2019 Holiday season.

WEB DESIGNER / CREATIVE DESIGNER

May 2015 -Jan 2016

GENEMEDICS - BIRMINGHAM, MI, USA (FREELANCE)

Genemedics Health Institute is widely recognized as a leading provider of specialized age-management programs, committed to assisting individuals in their pursuit of achieving optimal health and wellness. With a steadfast dedication to personalized care, their comprehensive array of offerings encompasses a diverse range of supplements and a meticulously crafted Fitness Mobile App. These meticulously developed resources are thoughtfully designed to align seamlessly with their overarching mission, providing invaluable support to individuals on their journey towards improved health and well-being.

- 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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PORTFOLIO SAMPLE

NEXT PAGE →

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www.ninamedia.com

ALLUP FITNESS IS HERE TO TRANSFORM YOUR FITNESS JOURNEY

200+ Hours we put into the project

10 Screens we created for working design system in total

50+ Hours we put into research in the design system

8 Screens which we put in the UI Research

YEAR/MONTH 2022

ABOUT THE PROJECTS

The concept of Allup Sport & Wellbeing app was conceived as a response to the growing demand for comprehensive fitness and wellness solutions in the modern world. Recognizing the diverse needs of fitness enthusiasts, the app aims to provide a seamless and holistic approach to health and fitness.

Gym Membership Purchase

Streamlining gym membership purchases through the app, this feature offers a seamless process, enhancing accessibility and promoting a more convenient and flexible approach to fitness.

Simply Schedule Appointments

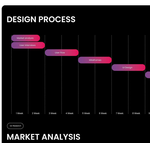
Simplifying scheduling appointments, this feature ensures a hassle-free experience, allowing users to manage their fitness sessions with ease. The standard function will provide users with a clear overview upcoming gym classes.

Gym Buddy following system

Leveraging the gym buddy following system, this feature fosters a sense of community and accountability among gym users, allowing them to connect with friends and coordinate workouts.

DESIGN PROCESS

(FITNESS)



MARKET ANALYSIS

To start, I chose the most similar used case scenarios, applications and services that fitness enthusiasts use to stay in shape. In about a week, I conveniently examined their interfaces.

Lorem ipsum

To comprehensively cover all aspects, I split the analysis into six parts and started by outlining their respective strengths and weaknesses. Below, you'll find the UI portion of the competitor analysis.

Enhance Fitness

Pros:
- Accessible exercise logs / workout plans
- Activity tracking
- Online community

Cons:
- Lack of scheduling
- Lack of personalization options
- Lack of gamification (big fan of it, I'm a Gamer)
- Lack of social features (friends, following, etc.)
- Lack of exercise variety
- Lack of descriptions, I'm supposed to know how to do the exercises

ClubeFyne

Pros:
- Users can buy/rent classes, personal trainers, and manage their memberships
- Users can see their class schedule, book classes, and manage their memberships
- Offers a friendly following system, allowing users to follow friends and see their workouts

Cons:
- Depending on the delivery method, it can be very time-consuming to create and maintain the app, which can affect the app's performance and stability
- Lack of personalization options
- Lack of gamification (big fan of it, I'm a Gamer)
- Lack of social features (friends, following, etc.)

Flow

Pros:
- Flow is a video "coach", which provides users with a more personalized experience
- Offers a wide variety of workouts, including yoga, pilates, strength training, and cardio, catering to different fitness goals and preferences

Cons:
- Lack of scheduling
- Lack of social features (friends, following, etc.)
- Lack of gamification (big fan of it, I'm a Gamer)
- Only offering things, which can be a bit boring for people who prefer more variety in their workouts

AllinBody

Pros:
- Comes with amazing big-name trainers, such as Kelly Gallagher, Jessica Ennis-Hill, and Ashley Cain, which adds credibility and appeal to the app's fitness content
- Offers a wide variety of workouts, including strength training, cardio, and yoga exercises

Cons:
- Depending on the delivery method, it can be very time-consuming to create and maintain the app, which can affect the app's performance and stability
- Lack of personalization options
- Lack of gamification (big fan of it, I'm a Gamer)
- Lack of social features (friends, following, etc.)

WHAT PROBLEMS DO USERS FACE?

Interviewed users who have been using fitness apps for a long time

Interviewed users who have been using fitness apps for a long time

Interviewed users who have been using fitness apps for a long time

Interviewed users who have been using fitness apps for a long time

Lack of personalization options

Lack of scheduling

No flexibility

Difficulty maintaining motivation

Lack of social features

Lack of gamification

Lack of exercise variety

Difficulty tracking progress

Limited customization options

Lack of feedback

Technical issues

Data privacy concerns

Limited accessibility

Lack of integration with other fitness trackers

Lack of support for specialized fitness goals

Lack of support for specialized fitness goals

Lack of support for specialized fitness goals

Lack of support for specialized fitness goals

Lack of support for specialized fitness goals

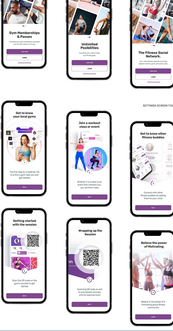
Lack of support for specialized fitness goals

USER INTERVIEW

6 individuals who have experience using the fitness and/or application were chosen for the interview.

Since the main target audience is the UK population, I focused on finding people who are willing to demonstrate their priority towards the participants. Our interviewers noted that this approach ensured insights that not only aligned with the target audience, but also maintained a high level of accuracy and relevance.

ON DESIGNING

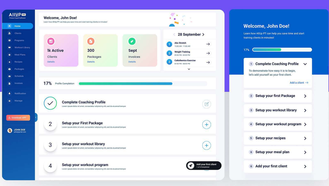

Sign Up / Sign In
Sign Up / Sign In
Sign Up / Sign In

AllUp Pro PT Software

AllUP Software is a coaching platform for personal trainers and coaches, available as a mobile app and web-based solution.

www.vinzmedia.com

AllUp Pro
Fitness Coach Software

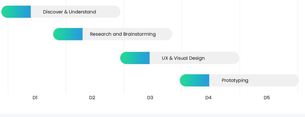


The Process and Challenges

During the creation of this app, we initiated the process with a kickoff meeting that included the Business Head and product owner to discuss the concept of the Personal Trainer app for Allup. We compiled a list of desired features, proved critical questions for the initial phase, and identified pain points from the customer's perspective. Additionally, we reviewed and validated features from competitor apps.

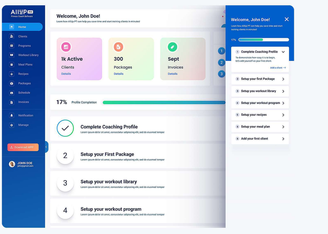
Following the meeting, I commenced the preparatory work, which involved gaining a thorough understanding of the app, conducting a competitor analysis, creating a mood board, and studying how other competitor apps addressed similar problems. Subsequently, I developed task flows and sketched high-fidelity designs, which were then presented to the stakeholders. Below are the final outputs of my UI/UX process, along with the final screens.

Design Process



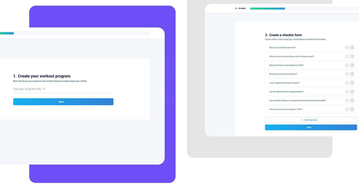
Dashboard

After successfully signing up for the app, users/trainer are promptly directed to the dashboard, where they receive a comprehensive overview of the remaining setup steps necessary to configure their profiles and preferences. This guidance ensures users/trainer have a clear understanding of the tasks ahead, including setting up their First Package, organizing Workout libraries, establishing Workout programs, and adding their first Client. Through this structured onboarding process, the goal is to enhance user experience by facilitating efficient and effective utilization of the app's features.

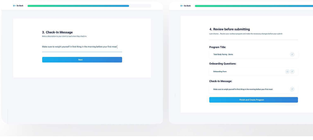


On Boarding

Upon signing up, customers/trainer will be guided to a signup form, where they can input the name of their workout program. Additionally, they will have the flexibility to edit or delete the onboarding check-in form to tailor their training business. It's important to note that this step occurs before accessing the dashboard, ensuring that users/trainer can customize their training program and business setup according to their preferences before fully engaging with the platform.

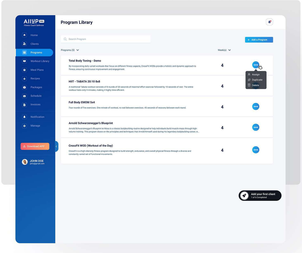


Following the initial signup form, users/trainer will encounter additional onboarding screens. These screens will prompt users/trainer to add a check-in message for their clients, serving as a notification before commencing the workout program. Subsequently, users/trainer will undergo a final review of their clients' onboarding steps. This thorough process ensures that users/trainer can effectively communicate with their clients and review all necessary onboarding details before progressing further within the program.



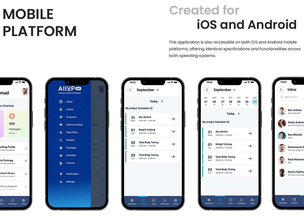
Program Library Page

Within this page or feature, users/trainers will discover a comprehensive library of workout programs linked and added by them. Here, they have the ability to duplicate, assign programs to clients, or delete unnecessary ones. This feature functions as a centralized repository for their workout programs, enabling customization and the inclusion of specific programs tailored to individual clients.



WORKOUT SCHEDULING

Within this page or feature, users will find a curated collection of workouts derived from the Program. Presented in a calendar schedule format, trainers can seamlessly assign specific workouts to clients, perform check-ins, designate rest days, and track progress over a specified number of weeks. This interface offers a clear visualization of scheduled activities, facilitating effective planning and management of client training regimens.



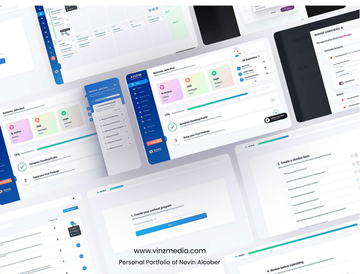
MOBILE PLATFORM

Created for
iOS and Android

This application is also accessible on both iOS and Android mobile platforms, offering identical specifications and functionalities across both operating systems.

Pages

Furthermore, I have developed several pages/screens meticulously crafted to meet specific requirements and address potential edge cases.



www.vinzmedia.com
Personal Portfolio of Nevin Alcober

NEVIN ALCOBER

PRODUCT UI/UX CREATIVE DESIGNER MANAGER

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