

# Nathaniel Alejandrino

User Experience Designer

## Summary

With almost 5 years of experience in shaping customer experience through sales and customer service, and a strong interest in the design process through my Diploma in Industrial Design, I am eager to transition into a UX design role where I can leverage my understanding of user needs and design thinking. My goal as a designer is to serve as a bridge between customer needs and business objectives while ensuring optimal user experience.

**Skills:** UX | UI | Industrial Design | Generative AI | User Research | Information Architecture | User Flows Design Thinking | Wireframing | Prototyping | Problem Solving | Customer Success

**Soft Skill:** Empathy, Customer Relationship, Creativity, Resilience, Cultural Sensitivity, Communication

**Knowledge:** Figma, Adobe Illustrator, KeyShot, Canva, ChatGPT Plus, Midjourney, Rhinoceros

**Collaboration:** FigJam, Asana, Slack, Zoom, Google Docs, Microsoft Office

## Latest Project

### E-commerce Mobile Site - Gift Shop

General Assembly | March 2024 | View project here: <https://www.nathanielalejandrino.com/>

- Applied the double-diamond design process; applied user research techniques such as gathering qualitative research from 10 interviewees, conducted on-site observation during a peak hour, created two user personas based on real data, developed user flows and wire flows, built a hi-fidelity prototype and conducted usability tests with 7 participants to identify critical, major or cosmetic issues.

## Professional Experience

### Bullion Executive

BullionStar Singapore | Jul 2019 - Jan 2024 (4 years 7 months)

- Extensive experience in the gold and silver industry, focused on building customer relationships and managing shopping experiences by leveraging empathy to understand customer behaviors, goals, needs, and challenges. Achieved over 90% in Service Level Agreements (SLA) through customer support channels, including email and phone, while adhering to regulatory compliance standards based on Anti-Money Laundering (AML) and Counter-Terrorism Financing (CFT) training.
- Collaborated with a multi-disciplinary team from support, accounting, web development and vault that significantly increased annual revenue, achieving a growth of 137% in FY2020.
- Managed high-value customer transactions, handling amounts up to six figures across various payment methods including cash, physical bullion, debit/credit card, cheque and cryptocurrencies.
- Planned and executed social media content strategies, resulting in a growth of over 1,000 followers on Instagram, and assisted in mass mail campaigns such as seasonal promotions and promoting the history of money which involved quantitative research.

### Industrial Design Intern

We Are Perspective | Aug 2016 - Oct 2016 (3 months)

- Conducted comprehensive product research and collaborated with designers and engineers to generate ideas for private and government projects.
- Created detailed 3D models and developed physical prototypes to support the team in their conceptualisation and development phase, and produced high fidelity graphics to support the visual communication and presentation needs of the team.

## Education

### Certificate, UX Design Immersive Bootcamp

General Assembly Singapore | Feb - May 2024

### Diploma, Product and Industrial Design

Temasek Polytechnic | 2014 - 2017

## Certification

### Google Certificate, Foundations of UX Design

Google x Coursera | Jan 2024 | ID: [5RQHWT3ZGXC3](#)

### Microsoft Certificate, Career Essentials in Generative AI

Microsoft x LinkedIn Learning | Nov 2023 | [Show Credential](#)

### Certificate, Customer Relationship Management

CSCMP x LinkedIn Learning | Nov 2023 | [Show Credential](#)

## Get in touch

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Design Portfolio: <https://www.nathanielalejandrino.com/>