



KATHRINA ALEJANDRINO

UI/UX Designer

User Experience Designer with a strong foundation in front-end development and a passion for creating intuitive, user-centered web and mobile interfaces. With 18 years of solid front-end experience, I bridge the gap between design and development, with a clear focus on optimizing user experiences across digital platforms.

✉ hello@katalej.website

🌐 www.katalej.website

📍 Metro Manila, Philippines

EDUCATION

UX Design Certificate

Coursera - Google

September 2022 - May 2023

Bachelor of Science in

Business Administration

Major in Computer Applications

De La Salle - College of St. Benilde

2000 - 2004

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, Shopify

Business & Strategy

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

LANGUAGE

English Filipino

WORK EXPERIENCE

● 2024 - Current

UX Team Lead (Volunteer) at Zakki Org | Remote

- Lead a team of UX designers in designing an educational mobile app, ensuring a user-centered approach.
- Develop and maintain a style guide to ensure design consistency across all screens.
- Oversee wireframing, high-fidelity mockups, and prototyping, ensuring alignment with user needs and branding.
- Conduct weekly design reviews and feedback sessions, providing guidance to refine layouts and enhance usability.

● 2007 - Current

Freelance Front-End Developer | Remote

- 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.

● 2009 - 2022

Partner at Wooden Canvas Co. | Philippines

- Responsible for the entire web/branding strategy of the company.
- Boosted sales by developing an e-commerce website using Shopify, resulting in a significant increase of 80% in revenue within a year.
- Conceptualized new promos and products for the company.

● 2006 - 2007

HTML/CSS Developer at XHTMLized | Remote

- 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.