

Experienced UX/UI Designer with 10 years of experience creating end-to-end user-centred designs. Proficient in translating complex concepts into visually compelling digital experiences, I am also skilled in HTML & CSS coding and committed to delivering exceptional user experiences aligned with business or organisational goals.

## Experience

### Senior UX/UI Designer

#### Vertis Digital

Nov 2024 - Present

Supported UX/UI initiatives by conducting user interviews, usability testing, and competitor analysis, while designing both structural and visual components—including journey maps, wireframes, UI mock-ups, and interaction patterns. Collaborated with developers to prototype and refine responsive layouts, and mentored junior designers on design systems and best practices.

### UX/UI Designer

#### VML Singapore

Jan 2021 - 2024

Led the design and development of user-centred digital experiences across websites and applications. Merged visual creativity with usability best practices to meet client objectives. Conducted user research, audits, and heuristic evaluations to improve user flows and interface interactions. Maintained design systems and collaborated across teams to ensure seamless delivery and consistency.

### Visual Designer

#### Method Media

Oct 2015 - Aug 2020

Collaborated with cross-functional teams to define user needs and deliver practical UX solutions that enhanced engagement and improved conversion. Executed user testing and visual design, and built responsive websites using HTML and CSS. Managed project workflows including CMS onboarding and QA, leading to greater efficiency, reduced rework, and improved client satisfaction.

### Intern

#### Comwerks Interactive

Jul 2010 - Sep 2010

Assisted Creative and Art Directors in designing websites for pro-bono clients, contributing to meaningful and visually engaging digital solutions. Managed website content using CMS platforms and converted EDMs into responsive HTML, supporting the achievement of weekly sales targets.

## Education

### The Glasgow School of Art (Singapore)

Bachelor of Arts (Hons, Second Upper) in Communication Design

Sep 2013 - Jun 2015

### Temasek Polytechnic School of Design

Diploma in Interactive Media Design

Apr 2008 - Apr 2011

## Skills

Design Thinking  
Experience Audit  
Information Architecture  
Interaction Design  
Product Discovery  
Usability Testing  
UX Research  
Wireframing

Data & Analytics  
Design Sprints  
Design System  
HTML & CSS  
Photography  
Post-processing  
UI Design  
Workshop Facilitation

Adobe Illustrator  
Adobe Photoshop  
Axure RP  
Figma  
Miro  
Sketch  
Zeplin