

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.

Skills	Product Strategy	Information Architecture	Figma
	Product Discovery	Heuristic Evaluation	Axure RP
	Design Systems	Usability Testing	Miro
	Design Sprints	UX Research	Sketch
	Workshop Facilitation	Data & Analytics	Zeplin
	User Experience (UX) Design	Braze CEP	Adobe Illustrator
	User Interface (UI) Design	HTML & CSS	Adobe Photoshop
	Interaction Design	Photography	
Experience	Senior Experience Designer	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.	
	Vertis Digital		
	Nov 2024 - Present		
	UX/UI Designer	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.	
	VML Singapore		
	Jan 2021 - Oct 2024		
	Visual Designer	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.	
	Method Media		
	Oct 2015 - Aug 2020		
	Intern	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.	
	Comwerks Interactive		
	Jul 2010 - Sep 2010		
Certifications	Braze Certified Digital Strategist	Braze Certified Marketer	Braze Certified Practitioner
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		