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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 mockups, 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	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	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	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.

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