

Experienced UX/UI designer with 8 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

UX/UI Designer

**VML Singapore**

Jan 2021 - Present

- Lead creation of user-centric digital products, websites, apps, and interfaces.
- Conceptualise and develop innovative solutions for projects and clients, blending creativity with user-focused design principles.
- Conduct comprehensive quantitative and qualitative research using analytics, interviews, and audits to inform project discovery.
- Perform heuristic reviews to evaluate existing user flows and propose actionable improvements.
- Collaborate with a cross-functional team for seamless project execution.
- Craft and manage human-centered artifacts, including interaction guidelines and component libraries, aligning with user needs and business goals.

Visual Designer

**Method Media**

Oct 2015 - Aug 2020

- Collaborated with cross-functional teams to define customer requirements and deliver feasible UI/UX solutions, leading to increased sales and traffic.
- Conducted design research, executed visual designs, and developed responsive websites using HTML & CSS for diverse clients, meeting marketing and stakeholder KPIs.
- Managed end-to-end project workflows, including data analysis, CMS training, and ensuring product quality, resulting in improved efficiency, cost reductions, and enhanced customer satisfaction.

Intern

**Comwerks Interactive**

Jul 2010 - Sep 2010

- Collaborated with Creative & Art Directors on designing websites for pro-bono clients, contributing to impactful digital solutions.
- Managed CMS for website content updates and proficiently converted EDMs to HTML, meeting 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	Data & Analytics	Adobe Illustrator
Experience Audit	Design Sprints	Adobe Photoshop
Information Architecture	Design System	Axure RP
Interaction Design	HTML & CSS	Figma
Product Discovery	Photography	Miro
Usability Testing	Post-processing	Sketch
UX Research	UI Design	Zeplin
Wireframing	Workshop Facilitation	