

Professional Summary

With a strong foundation in digital marketing spanning over 7 years, I bring a unique perspective to UX design by merging expertise in data-driven strategies with a passion for creating seamless user experiences. My focus is on crafting cohesive, end-to-end digital solutions that not only meet user needs but also drive business success. Guided by collaboration, problem-solving, and a commitment to continuous learning, I excel at bridging the gap between marketing insights and UX principles to design intuitive, user-centred products that foster engagement and deliver measurable results.

Skills

Software

- Figma
 - Flutterflow
 - Adobe (Photoshop, Illustrator, InDesign, Lightroom)
- Webflow
 - Optimal Card Sort

Technical

- User Research
 - Wireframing
 - Design Systems
 - Information Architecture
 - Interaction Design
 - Branding
- User Flows
 - Prototyping
 - Usability Testing
 - Responsive Design
 - Visual Design
 - Automation/Content Management Systems: Make (Integromat), ActiveCampaign, Magento, WordPress

Areas of Expertise

User Experience Design	Specialising in creating intuitive, cohesive, and impactful digital experiences that align with business objectives and resonate with users.
User Research & Insights	Expertise in conducting user research, workshops, focus groups, and delivering actionable recommendations to drive user-centric improvements.
Information Architecture & Interaction Design	Design seamless, user-centred workflows and interfaces that enhance usability and engagement.
Digital Marketing Integration	Leverage extensive experience in digital marketing to inform and optimize UX strategies for cohesive brand experiences.
Stakeholder Collaboration	Facilitate cross-functional collaboration to align user needs with business goals, ensuring effective project execution.
Project Management & Strategy	Manage end-to-end UX projects with a focus on delivering impactful, data-driven solutions on time and within scope.
Brand Communication	Translate brand identity into digital experiences that reinforce messaging and user trust.

Work Experience

Fresher365 Pte Ltd	Sept 2024 – Current
Lead UX Designer – Freelance Project	
<ul style="list-style-type: none">• Lead the end-to-end UX design process, wireframing to prototyping and final design.• Develop wireframes, user flows, and high-fidelity prototypes that effectively communicate design concepts.• Collaborate with cross-functional teams to ensure design consistency and alignment with product vision.• Create and maintain design guidelines and standards to ensure a cohesive user experience across the product.	

Private Nation Jun 2024 - Current

Lead UX Designer – Pro bono Project

- Winner of the IMDA Solid PODs Hackathon 2024 (Team of 2)
- Lead the end-to-end UX design process, wireframing to prototyping and final design.
- Conduct user research and usability testing to inform design decisions and iterate on solutions.
- Collaborate with cross-functional teams to ensure design consistency and alignment with product vision.
- Develop wireframes, user flows, and high-fidelity prototypes that effectively communicate design concepts.
- Create and maintain design guidelines and standards to ensure a cohesive user experience across the product.

Moolahgo Pte Ltd Aug – Dec 2023

Senior Digital Marketing Executive

- Campaign Segmentation, Monitoring, and Optimization: Conducted user research to understand user behaviour and tailored campaigns to specific audience segments, ensuring user-centric improvements.
- Designing intuitive navigation and information architecture: Experience in managing content management systems (CMS) and implementing search and display campaigns, focusing on successful user funnels.
- Optimizing content for user engagement and conversion: Enhanced website content through SEO, improving retention time and conversion count, and aligning with business goals for impactful digital experiences.

Metric Digital Singapore (Nuffield Holdings Pte Ltd) Apr 2021 – 2023

Digital Marketing Executive

- Data-driven analytical skills: Experience in executing campaign segmentation, monitoring, optimization, and reporting across marketing channels.
- Identifying and addressing usability issues: Evaluating analytics on ads, landing pages, and user flows, suggesting solutions for underperforming elements, and ensuring user-centric improvements.
- Measuring and optimizing performance: Comparing conversion rates with actual lead numbers in CRMs, identifying potential leaks, and providing actionable recommendations for optimization.

Certifications

- General Assembly – User Experience Design Immersive
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Measurement Certification
- Google Analytics Certification

Education

User Experience Design Immersive

General Assembly Feb – May 2024

RMIT University, Singapore

Bachelor of Business, Marketing Jul 2013 – Jul 2016