



NATURE, ART, LIFE

Welcome to the resume of Fion Lim Xin Ying, a UI/UX Designer who enjoys the beauty of nature and hope to reflect that in designs that are simple, organic and functional.

[READ ON TO FIND OUT MORE](#)



GRAPHIC DESIGN

branding, marketing, social media



UI/UX DESIGN

website, mobile, ecommerce



ILLUSTRATIONS

book, marketing articles, packaging, miscellaneous

BASIC INFORMATION

A Singaporean Chinese with a passion for Arts and Design since 10 years old.
Love to explore, experiment and experience all parts of life and incorporate it into modern, trendy and appealing designs that are current and appropriate.

INTJ	8W7	ANALYTICAL	COMMUNICATIVE	DEEP THINKER	DIPLOMATIC
CREATIVE PROBLEM-SOLVER	GOAL-ORIENTED	COOPERATIVE	ORGANISED		
OPEN-MINDED	PRACTICAL	DIRECT	ASSERTIVE	SINCERE	CURIOUS
FLEXIBLE	ADAPTABLE	FAST LEARNER			



PARTICULARS

FULL NAME
LIM XIN YING, FION



NRIC
S9010391A

NATIONALITY
SINGAPOREAN CHINESE

LANGUAGE PROFICIENCY
ENGLISH, CHINESE

CONTACT

MOBILE PHONE
+65 93272242

EMAIL
FIONOLLO@GMAIL.COM

EDUCATION

1997
HONGWEN PRIMARY SCHOOL

1998 - 2002
GREENRIDGE PRIMARY SCHOOL
PSLE 251

2003 - 2006
COMMONWEALTH SECONDARY SCHOOL
O LEVELS 6 POINTS

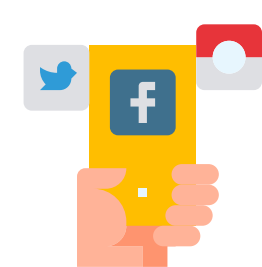
2007
JURONG JUNIOR COLLEGE
CHINESE A, PW B

2008 - 2012
SINGAPORE POLYTECHNIC
DIPLOMA IN CREATIVE MEDIA DESIGN

SOFTWARE PROFICIENCY

ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP, ADOBE XD, ADOBE AFTER EFFECTS, ADOBE INDESIGN, HTML, CSS, BOOTSTRAP, PHP, JQUERY, FACEBOOK MARKETING, INSTAGRAM BUSINESS, GOOGLE SEO, WORDPRESS, WOOCOMMERCE, EASYSHIP, STRIPE, PAYPAL, SITECORE, (IPAD) PROCREATE, ADOBE DRAW

SOFTWARE PROFICIENCY



WORK EXPERIENCES

What value can I add to your organisation, what skillsets do I have, and what are the things that I can contribute to your company?

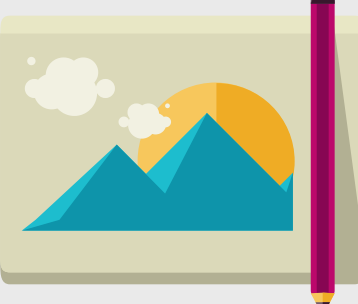
VALUE I CAN ADD

RESEARCH AND BRAINSTORMING



Brainstorm, research, share and contribute ideas.

GENERATE DELIVERABLES



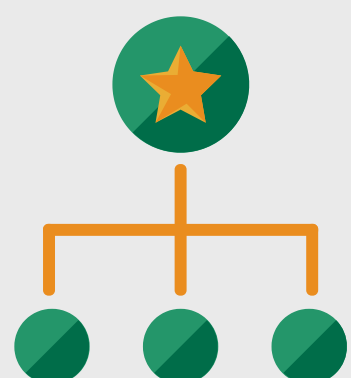
Generate moodboards, wireframes, site architecture map, interface samples, mock screens, flow chart, UI kit and style guide.

COMMUNICATION



Communicative with programmers, project managers, head designers, marketing personnel, clients and related people every step along the way.

CLIENT MEETINGS



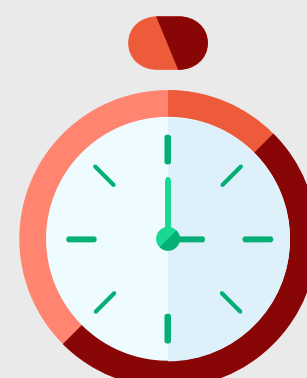
Able to meet face-to-face with clients to ask relevant questions and get specific requirements.

ORGANISING AND PLANNING



Organised and detailed, take down notes and share with co-workers involved in the same project.

MILESTONES AND DEADLINES



Plan project milestones and delivery lead time.

EMPLOYMENT HISTORY

PIXEL MECHANICS

UI/UX DESIGNER

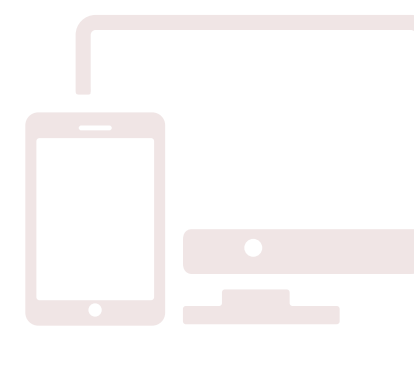


- Create, design and customise Wordpress + WooCommerce mobile-responsive websites.
- Create logos and animated sliders for companies that require them.
- Guide interns and teach them how to use the CMS, code, Adobe CC tips etc.
- Custom code extra functions and plugins that some clients require eg. Membership forms, preorder and instock notifications, newsletter templates, different-tiered pricing, additional payment gateways etc.
- Ensure that styling is consistent across the entire website.
- Launch websites on Google Cloud server.
- Make sure payment gateways work.

E-COMMERCE WEBSITES
MOBILE-RESPONSIVE
GRAPHIC DESIGN

WEB PROFESSIONAL HOUSE (WPH)

CREATIVE DESIGNER



- Mobile app designs (VR technology, shopping cart system)
- Government website designs (NECDC, Central CDC)
- eServices screen mockups (Ministry of Finance, Ministry of Manpower)
- Logo designs for some backend admin systems.

WEB APPS
MOBILE APPS
UI KITS

MELISSA ZAKKA

GRAPHIC DESIGNER



- Product packaging, such as sticker labels and notebook covers.
- Peranakan-style and Japanese-style graphics and illustrations.
- Photoshop and Illustrator

PACKAGING DESIGN
PRINT
ILLUSTRATIONS

FREELANCE WEB/GRAPHICS DESIGNER

CREATIVE DESIGNER / SELF-EMPLOYED



- Wordpress Websites (Reseller Hosting + Design + Coding) (HTML, CSS, PHP, JavaScript)
- Networking for clients and business partners
- Generate moodboards, wireframes, website architecture, drafts, mockups and process flow in Illustrator and Photoshop.
- E-commerce (Dropshipping) (Beauty, electronics, fitness and fashion products)
- Graphic Design and Branding (Namecards, EDMs, festive graphics, Facebook marketing, T-Shirt designs, flyers, stickers etc.)
- Tarot-Reading

RESPONSIVE WEB DESIGN
WEB HOSTING
ILLUSTRATIONS
BRANDING + GRAPHIC
DESIGN
PROJECT PLANNING
NETWORKING
ECOMMERCE

COSMICBOULDERS

CREATIVE DESIGNER + MARKETING



- Generate ideas for the marketing of products
- Come up with advertising collaterals
- Research about the product components
- Liaise with Chinese suppliers in Alibaba in order to find the best cost-effective and good-quality deal
- Design and put up posts and listings on social media and ecommerce platforms to generate interest in the product, as well as communicate with interested customers about the effectiveness of the products.
- Branding - Logo, look, design and feel of the brand.

MARKETING
ONLINE SALES
ILLUSTRATIONS
BRANDING + GRAPHIC
DESIGN
WEB DESIGN
BUSINESS PLANNING
ECOMMERCE

SOCIAL MEDIA ENTERPRISE (SOME)

CREATIVE DESIGNER



- Generate ideas for web mock-ups and mobile apps
- Produce web and mobile app mockups in Illustrator, Photoshop and FluidUI
- Participate in brainstorming sessions and take down notes during client meetings
- Illustrations for Facebook articles.

RESPONSIVE WEBSITES
MOBILE APPS
ILLUSTRATIONS
BRANDING + GRAPHIC
DESIGN
SOCIAL MEDIA
MARKETING

BRANDMOLECULE

CREATIVE DESIGNER



- Generate ideas and come up with mockups and designs for name cards,
- electronic direct mailers, banners, and other marketing collaterals.
- Participate in client meetings.
- Design, code and manage Wordpress Websites (Build from scratch)

RESPONSIVE WEBSITES
WORDPRESS
CODING +
PROGRAMMING
BRANDING + GRAPHIC
DESIGN

XTREMAX

INTERNSHIP



- Design mock-ups of webpages for pitches in Photoshop and Illustrator.
- (Government)
- Design web advertisements, electronic direct mailers, some drafts for rebranding of the company's corporate stationery.
- Other miscellaneous work.

WEBSITE MOCKUPS
EDMS
PRINT DESIGN
PHOTOSHOP GRAPHICS

OTHER NON DESIGN-RELATED POSITIONS

SALES/RETAIL/ADMIN/LOGISTICS/F&B



- Teng's Temporary CNY Staff
- Suntec Banquet Server
- Krispy Kreme Temp Staff
- NUH Triage Staff
- Retail Sales (The Wallet Shop)
- Logistics Admin Temp (Nalco)
- Promoter (Complete Eyecare Solution)
- Promoter (Primavera)

RETAIL SALES
EVENT PROMOTER
F&B
BANQUET
LOGISTICS ADMIN

OTHER RANDOM INFO

Hobbies and interests, what are the things in this world that motivates me and drives me forward in life?

PASSIONS AND MOTIVATION

INTERESTS & HOBBIES

- FITNESSNATUREANIMALSTRAVELARTS & CULTURESPIRITUALITYSCIENCE & TECHNOLOGY
- PSYCHOLOGYSOCIOLOGYHEALTHY FOODREADINGFASHIONGLOBAL NEWS

