PING SONG

Senior UX Designer at DBS Digibank - AVP

65 8150 5220 - Singapore
86 136-4194-6802 - Shanghai
songping2500651@hotmail.com
www.pingsong.me

EXPERTISE

UX Strategy/Planning,
Web/Mobile App Product Design
User Experience Design,
User-Centered Design,
User Flow/Wireframe/Storyboarding
Prototype in different interface (web/mobile)
Usability Study/Agile User Testing
Out-of-box/Strategic Thinking,
Information Architecture/Site Map,
Interaction Design, Graphic Design,
Color Palette, Typography,
Html/CSS

PATENTS

331251.01
Graphical programming object population user interface auto-generation

334448.01
Graphic flow having unlimited number of connections between shapes

EDUCATION

2005/9-2008/4
Master of Art Design

2001/9-2005/7
Bachelor of Industry Design

SUMMARY

8 years hands on design experience as:
Product designer of digital bank to define and rethink the innovative and delightful banking experience; Responsible for agile user study and reporting, product UX design with defined user, feature prioritization, component guideline definition.
Lead UX designer in Microsoft, worked in cloud service, commerce platform, local payments universal store, mobile apps, internet web apps, etc.

Well-experienced for UCD methodologies and working on IOS/Android app products, web apps, cloud service portals, developer tools by delivering compelling and delightful UX design.

Excellent skillsets in interaction design (requirement analyses, scenario definition, storyboard, information architecture, wireframe click-through) and visual design (grid system and spacing, color palette, typography and redlines); with skillsets on html/CSS for UI prototype

Passionate on design and innovation; eager to learn new technology and fresh design trends; with strong self motivation to drive results for delivering desired and creative user experience.

Confident and efficient communication skills to initiate cross-functional collaboration with global teams; outstanding leadership to collaborate with global teams for shipping high quality products.

EXPERIENCE

DBS Senior Product Designer (AVP) | 07/2015 – Present

Product designer, driving Digibank UX for China and Indian Market including agile user study to identify user goals and pain points, setting up features priorities with product owners, defining visual guideline for components. Rebuilding the new personal banking experience including customer acquisition/on boarding, account checking and management, quick payments and easy wealth management.

Microsoft UX Designer II/Lead Designer | 04/2009 – 06/2015

Acted as the UX owner/lead designer to deliver innovative and desired user experience for Microsoft Store, XBOX, O365,Windows Azure Enterprise and Consumer Portals, E-commerce tools and Payment applications;
Delivered storyboard, information architecture, mockup click through, visual design, prototype, hi-fi UI design and usability studies & user research;
Involved in product planning, reported status to stakeholders, managed vendor and intern resources for prioritized project deliverables;
Collaborated with other design teams in Redmond, shared exit criteria for design sign off; collaborated with Marketing team for branding alignment;

Augmentum® Interaction Designer | 04/2008 – 08/2009

Responsible for user requirement / pain points identification, use case conduction; E2E experience definition and interaction design for the casino gaming management.
Delivered Storyboards and Wireframe click through design and iteration on each scenario and drive review meeting with customers to get feedback.
Designed Hi-fi UI mockups and visual elements, style guide and design Spec, UX prototypes with UI developers

SKILLSETS