



# Ang Yi Xin

## UI/UX Designer

Analytical designer with 9 years of experience in designing products for public services and games on mobile and web. Seeks to resolve real world challenges through design. Aspires to craft intuitive and simple products that has deep impact in people's lives. Able to hustle, prototype and conduct trials to test product hypothesis. Able to code HTML, CSS and some Javascript.

## Contact

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## Skills

Competitive Analysis  
Heuristic Evaluation  
Customer Journey  
Personas  
Prototyping  
User Flows  
User Interviews  
User Research  
User Testing  
Visual Design  
Wireframes

## Tools

Sketch  
Invision  
Photoshop  
Illustrator  
After Effects  
Premiere Pro  
HTML  
CSS  
Javascript  
Git

## Interests

Photography  
Drawing  
Swimming  
Travel  
Interior Design  
Mindfulness

## Work Experience

### UX Designer

GovTech Singapore (previously IDA Singapore)

Nov 2014 - Present

Work along side Public Officers, Designers, Software Engineers, Product Managers and Data Scientists to conceptualise, prototype, develop and launch citizen-facing products and tools for public officers.

Parking.sg - Lead Designer. Worked with cross-agencies stakeholders (MND, HDB, URA) to trial, develop and successfully launch Parking.sg mobile app to replace parking coupons. By June 2018, Parking.sg is the top government app with 700k iOS and Android App downloads and 8 million parking sessions and has an average ratings of 4.1 stars on Apple App Store and Google Play Store.

Beeline.sg - Lead Designer. Beeline started as an experiment to demonstrate data-driven bus planning. Within 3 years, it expanded into a suite of tools for transport companies to improve commuter experience. Major innovation includes public route suggestions and clustering capability, ticket booking, bus tracking and monitoring, and a crowdstarting mechanism to activate new bus routes. Currently, Beeline runs 200 express bus routes monthly and is adopted by major companies (e.g. Grab, SMRT, Comfort Delgro, JTC).

### Digital Content Strategist/ Game Artist

Singapore University of Technology and Design (SUTD)

Oct 2012 - Sep 2014

UI/UX Design, Game Art, Web Design for One Upon Light Game on Sony Playstation. Set up and facilitated an annual internship programme on game development - "Game Innovation Programme". Designed online and offline touch points of the candidates evaluation process.

### Game Artist

Singapore-MIT GAMBIT Game Lab

May 2009 - Sep 2012

UI/UX Design, Game Art, Web Design for Social Game on various Facebook and iPhone/iPad Games. Launched Game titles includes Nightmare Duel, Snap Escape, and Snap Escape: The Epic Swing. Experience in Scrum and agile development practice.

## Courses

### Certificate in User Experience

Nielsen Norman Group

2017

### User Experience Design

General Assembly Singapore

2015

### User Experience and Creative Data Lab

Hyper Island

2014

### Specialist Certificate in Visual Communication I

Nanyang Academy of Fine Arts

2012

## Education

### Bachelor of Fine Arts (Digital Animation), 1st Class Honours

Nanyang Technological University

2005 - 2009