

experience

MINITHEORY

SENIOR INTERACTION DESIGNER

May 2013 - Present

- Led research and interaction design for projects
- Mentored 2 designers to execute and lead projects
- Developed content for a 3-day workshop on research, interaction design and UI design
- Revamped our case studies and company deck to focus on business outcomes
- Developed proposals and pitches: won M1 App

key projects

MY M1 APP, M1

Sep 2015 - Mar 2016

I led a design team of 2 to improve the self-service experience on the My M1 app. The final app had an increase in positive reviews and ratings and a simplified navigation.

REMETRICA V7, AON

Sep 2014 - Aug 2016

ReMetrica is a financial modelling tool used by 1000+ actuaries world-wide. V7's aim was to rebuild and fundamentally improve performance and UX. I led the initial research, and continued as a UX/UI designer in their agile team until the launch in April '16 .

IDEO x LOCAL BANK

Sep 2016 - Present

The project is led by IDEO, and the challenge was to rethink retirement planning to lead the market. I joined as an interaction designer. I worked on a prototype of responsive web tools for future planning, and tested it with 10 customers.

skills & tools

User Research

Interaction Design

Hi/Lo-Fidelity Prototyping

Front-End Development

Adobe Photoshop, Illustrator

Sketch.app

education

NATIONAL UNIVERSITY OF SINGAPORE

2009 - 2013

Bachelor of Computing in Communications & Media, Second Lower (Honours)

UNIVERSITY SCHOLARS' PROGRAMME

2009 - 2013

talks & workshops

SPEAKER, ECHELON

Jun 2015

INSTRUCTOR, DBS HOTSPOT

May 2016

INSTRUCTOR, ALPHACAMP

Sep 2015