

DESMOND SER

User experience designer with over 5 years experience in digital design across multiple touchpoint mediums such as Web, Mobile, Kiosk and Voice UI. Has project experience across USA, UAE and S.E. Asia for financial services, automotive, aerospace, gaming, retail and government sector.

WORK EXPERIENCE

July 2022 - Present	UI/UX Designer <i>User Interface and Experience Design</i> <ul style="list-style-type: none">Led the design for Temus' digital business cardStarted the Temus' design system and coached junior team members to collaborate on itConducted user interviews to understand customer behaviors and proposed digital solutions	Temus
May 2021 - Jul 2022	Manager (Digital Services) <i>User Interface and Experience Design</i> <ul style="list-style-type: none">Designed 2 online services for web and mobile products through usability testing with actual usersRebranded the mobile app with new logo, animation and user interface using FigmaExpanded and maintained the Design Language System hosted on Storybook	Central Provident Fund Board
Aug 2019 - May 2021	Associate User Experience Designer <i>User Interface and Experience Design</i> <ul style="list-style-type: none">Designed over 500 screens across platforms for Government website through regular user testingImplemented design component libraries for large scale projects using Figma and SketchFocused on User-centric design to solve target audience pain points through cross-functional collaboration in the AGILE release train	Capgemini
July 2019 - Jun 2020 (Part Time)	Product Designer <i>Mobile Application Design</i> <ul style="list-style-type: none">In charge of branding and visual design of product (over 200 screens)Crafted marketing collaterals as well as marketing campaignCo-ordinated with native mobile developers working on remote	ChewApp
Aug 2018 - Aug 2019	Junior Digital Designer <i>User Interface and Experience Design</i> <ul style="list-style-type: none">Designed 3 enterprise solutions for multinational clients based in USA, UAE and SingaporeConducted user research and usability testing for a multinational Dutch bank projectDesigned and prototyped mobile-responsive designs using Sketch and Invision	Synechron

EDUCATION

Aug 2014 - Jun 2018	Nanyang Technological University <i>Bachelor of Engineering, School of EEE</i> <ul style="list-style-type: none">Second Class Honours	Information Engineering and Media
Aug 2016 - Dec 2016	National Chiao Tung University <i>Electronics Engineering and Computer Science</i> <ul style="list-style-type: none">2nd Runners Up for MeiChu Hackathon 2016	Overseas Exchange Programme

CO-CURRICULAR ACTIVITIES

Sep 2017 - Jun 2018	Executive Committee (Publications) <ul style="list-style-type: none">Led a committee of 10 in publications of club eventsMaintained the club's social media platforms	NTU, EEE Club
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SKILLS

Figma, Sketch, Adobe XD, Photoshop, Illustrator & InDesign

Adobe Premiere Pro / After Effects & Final Cut Pro

HTML, CSS, PHP, Javascript, Java, C Programming, Python

LANGUAGES

English - Full Professional Proficiency

Mandarin - Native Proficiency