

DESMOND SER

UI/UX Designer with 3 years experience in digital design across multiple touchpoint mediums such as Web, Mobile, Kiosk and Voice UI. Has project experience across America, Middle East and Asia Pacific for financial services, automotive, aerospace, gaming, retail and government sector.

WORK EXPERIENCE

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| Aug 2019 – Present | Associate Experience Designer <i>User Interface and Experience Design</i> <ul style="list-style-type: none">Specialises in designing and prototyping for digital experienceConducted user testing to produce user-centric designDesigned for multiple digital touchpoints across 7 industries | Idean, Capgemini Group |
| July 2019 – Present | Product Designer <i>Mobile Application Design</i> <ul style="list-style-type: none">In charge of branding and visual design of productCrafts marketing collaterals as well as campaignCo-ordinate with 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 clientsConducted user research and usability testingProficient in designing and prototyping mobile-responsive designs | Synechron |
| Jan 2017 – May 2017 | Software Engineering Intern <i>Digital Media</i> <ul style="list-style-type: none">Developed 2 new features for Fox Sports Asia digital platformsExecuted projects across platforms (iOS, Android and web)Facilitated stand up meetings as member of the Scrum team for AGILE software development | Fox Networks Group |

EDUCATION

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| 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

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| Sep 2017 – Jun 2018 | Publications Secretary <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 |
| Jan 2016 – Jul 2016 | Chief Programmer <ul style="list-style-type: none">Planned and organised bonding activities for more than 600 freshmenCo-ordinated and led a group of 20 to execute the orientation activities | EEE, Freshmen Orientation 2016 |

SKILLS

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

Adobe Premiere Pro / Final Cut Pro

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

LANGUAGES

English – Full Professional Proficiency

Mandarin – Native Proficiency