

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

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
July 2019 – Jun 2020	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 campaign for the start-upCo-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

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
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 / After Effects & Final Cut Pro

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

LANGUAGES

English – Full Professional Proficiency

Mandarin – Native Proficiency