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des

DESMOND SER

UI/UX Designer with over 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   **Idean, Capgemini**
User Interface and Experience Design

- Designed over 500 screens across desktop and mobile for Government website (OnePA)
- Implemented design system for large scale projects using Figma components
- Focuses on User-centric design to solve target audience pain points through cross-functional collaboration in the AGILE release train

July 2019 - Jun 2020 (Part Time)

Product Designer   **ChewApp**
Mobile Application Design

- In charge of branding and visual design of product (over 200 screens)
- Crafts marketing collaterals as well as marketing campaign in NTU
- Co-ordinate with native mobile developers working on remote

Aug 2018 - Aug 2019

Junior Digital Designer   **Synechron**
User Interface and Experience Design

- Designed 3 enterprise solutions for multinational clients based in USA, UAE and Singapore
- Conducted user research and usability testing for a multinational Dutch bank project
- Designed and prototyped mobile-responsive designs using Sketch and Invision

Jan 2017 - May 2017

Software Engineering Intern   **Fox Networks Group**
Digital Media

- Developed 2 new features for Fox Sports Asia digital platforms through AGILE process
- Executed projects across multiple platforms (iOS, Android and web)
- Gathered requirements from stakeholders and wireframed using Balsamiq

EDUCATION

Aug 2014 - Jun 2018

Nanyang Technological University   **Information Engineering and Media**
Bachelor of Engineering, School of EEE

- Second Class Honours

Aug 2016 - Dec 2016

National Chiao Tung University   **Overseas Exchange Programme**
Electronics Engineering and Computer Science

- 2nd Runners Up for MeiChu Hackathon 2016

CO-CURRICULAR ACTIVITIES

Sep 2017 - Jun 2018

Executive Committee (Publications)   **NTU, EEE Club**

- Led a committee of 10 in publications of club events
- Maintained the club's social media platforms

Jan 2016 - Jul 2016

Chief Programmer   **EEE, Freshmen Orientation 2016**

- Planned and organised bonding activities for more than 600 freshmen
- Co-ordinated and led a group of 20 to execute the orientation activities

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