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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 and Consultant
Temus

- Implemented a case processing system for Government agency through requirements gathering workshop and user acceptance testing
- Led internal design initiatives such as Temus' digital business card, Temus' design system and coached junior team members to collaborate on it
- Conducted user interviews and research for client to understand their customer behaviors and proposed digital solutions

May 2021 - Jul 2022

Manager (Digital Services)
Central Provident Fund Board

- Designed 2 online services for web and mobile products through usability testing with actual users
- Rebranded the mobile app with new logo, animation and user interface using Figma
- Expanded and maintained the Design Language System hosted on Storybook

Aug 2019 - May 2021

Associate User Experience Designer
Capgemini - Idean (Rebranded as Frog Design)

- Designed over 500 screens across platforms for Government website through regular user testing
- Implemented design component libraries for large scale projects using Figma and Sketch
- Focused on User-centric design to solve target audience pain points through cross-functional collaboration in the AGILE release train

Aug 2018 - Aug 2019

Junior Digital Designer
Synechron Inc

- 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

EDUCATION

Aug 2014 - Jun 2018

Nanyang Technological University
Bachelor of Engineering, Information Engineering and Media

- 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

OTHER EXPERIENCES

Jun 2022 - Feb 2023

Adjunct Lecturer
CET Academy, Ngee Ann Polytechnic

- Conducted user experience design and research lectures for a class of 15 to 20 students

July 2019 - Jun 2020

Marketing & Product Designer
ChewApp (Start-up)

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

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