

Daniel James

UX / UI Design Lead

A self-taught UX/UI Designer from Singapore, with over 9 years of experience in conceptualising, crafting and delivering end-to-end digital experiences. - Engineering and tailoring solutions that successfully connect people.

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Experiences

UX Designer

Science Consulting

July 2021 - Current

Responsibilities

- + Great Eastern, Singapore
 - User Journey & Wireframing; Purchase Journey
 - User Journey & Wireframing; Product Design
 - UX Audit with Improvement on User Journey
 - UI Design Clean up & Improvement
 - Design System & Sketch Library

Expertise

- + Visual Design
 - + Interaction Design
 - + Brand Guidelines; Standards
 - + Design System
 - + Wireframing & Prototyping
 - + User Psychology
 - + Sales & Marketing
 - + Project Management
 - + User/Stakeholder Management
 - + Agile Development
 - + Agile Methodologies
 - + User-Centered Design
 - + Start-Ups
 - + Information Architecture
 - + Team Building / Management
 - + Interviews; Recruitment / Users / Team
 - + User Acceptance Testing (UAT)
 - + Team Mentoring
- Available onRequest()

UI / UX Designer

Aleph-Labs, Singapore

Nov 2018 – Nov 2020

Responsibilities

Standard Chartered Business; WalkMe Integration

- UX Audit with New User Journey
- New UI Design with CSS Implementation

+ UX / UI Designer for UOB Mighty: SimpleInvest

- Onboarding UX & UI Design with Illustrations

+ UX / UI Lead for Great Eastern: Public Web

- Landscape Analysis
- User Journey & Wireframing
- UX Design & UI Design

+ UX / UI Lead for UOB INFINITY

- Revamp Desktop Only Application to Responsive
- Design System & Sketch Library
- Stakeholder Management
- Agile Project Environment
- Sprint Planning & Effort Estimations

+ Other Leadership & Adhoc Tasks/Roles

Senior UX / UI Designer

Nubrink Design, Singapore

Apr 2015 – Apr 2018

Education

Diploma in Communication Management

Kaplan Higher Learning Academy

2011

Earliest Hire

2 Months Notice, *Negotiable*

Expression

English

Spoke & Written