JASLYN LE

UX Designer

CALL

+65 98774250

EMAIL

jaslyn@jaslynle.com

PORTFOLIO

www.jaslynle.com

EXPERIENCE

Apr '16 - Present

Freelance Designer

Created the entire user interface of the note-taking application across **multiple platforms (iOS, web, desktop app)** including conceptualization, wireframing and visual design

End-to-end design on a coffee catering website. **Gathered and analyzed business requirements**; created low and high fidelity wireframes for client feedbacks and collaboration

Created wireframes to layout interfaces of a health dashboard for a tele-medicine provider; **performed competitive analysis and research** following the creation of personas and use cases

Jun '09 - Jun '15

Manager, SMRT

Designed, developed and launched the company's key performance indicator dashboards

Collaborated with engineers and management to analyze business and technical requirements, **identify their needs and pain points**

Conceptualized and presented ideas to head of departments; **created multiple reiterations** based on their inputs and feedback

Planned and conducted usability testing sessions with internal team mates and intended audiences from other departments

Continuously **monitored and analyzed user feedback**, analytics and data to identify opportunities for improvement of the user experience

EDUCATION

Jul '05 - Jun '09

Nanyang Technological University

Bachelor of Electrical & Electronic Engineering

First-Class Honors (GPA: 4.68/5.00)

Dean's List

PROFILE

An aspiring UX designer who is competent with entire UX design process, hands-on experience with competitor research, design collaboration, visual design and usability testing. I strive to create intuitive and beautiful user experiences from conception to implementation, while constantly listening to feedbacks from colleagues and users to improve design usability.

AWARDS

Promoted into SMRT Young Talent Pool (awarded for top 10% employees) as a result of excellent performance and demonstrated leadership potential

Ranked top 2 graduates in SMRT Management Trainee program for highest competency and performance

NTU President Research Scholar

ASEAN Undergraduate Scholarship

SKILLS

Sketch, Photoshop, Balsamiq, InVision

UX flow, UI mock-up

Responsive design

Usability testing

User research & persona creation

Wireframe production

Data analysis