# JASLYN LE

**Interaction Designer** 



**CALL** 

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### **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 - Nanyang Technological University

**Bachelor of Electrical & Electronic Engineering** 

First-Class Honors (GPA: 4.68/5.00)

Dean's List



## **PROFILE**

An aspiring 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.



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



Sketch, Photoshop, Balsamiq, InVision

UX flow, UI mock-up

Responsive design

Usability testing

User research & persona creation

Wireframe production

Data analysis