

Issac Ting

+65 98755998 | issactqx@gmail.com

<https://proj-01.vercel.app/>
(Password : portfolioReview)

WORK EXPERIENCE

Govtech - UX Designer

Career Coach Platform

July 2021 - Present

- Responsible for User Research, Information Architecture and Visual Design for the platform.
- Implemented initiatives to improve knowledge retention with-in team and developed a systematic approach towards documentation.
- Used both quantitative and qualitative research to solve problems.
- Oversee and create proposals throughout the design process, including conceptual goal, executive presentations, and final mockups for implementation.
- Define, shape, and own the direction for growth strategies and features in partnership with Product Owners and Engineering.
- Build wireframes and prototypes that communicate ideas, challenges, or decisions-points
- Develop Figma Plugins to help ease Designer Operations and improve workflow

Singtel - Experience Designer

Ember Design Language System

Jun 2019 - Jul 2021

- Pioneered Singtel's first Design Language System, used by Designers and Developers across multiple Enterprises in the Company.
- Effectively communicate across different teams of designers to create, align and the usage guide and Sketch library for components, achieving an **80% adoption** rate by other new products with over 30% of contribution from other designers using the system
- Define Motion Design language throughout the design process, including conceptual vision, presentations, and final assets for implementation.
- Establish a unified design language, set design principles and guidelines, fuel product innovation through effective communication and collaboration with other designers and developers

StepUp, Wellness engagement app

Feb 2018 - Jun 2018

- Designed and achieved **100,000 users in 2 weeks, 500,000 users in 2 months**, boosted concurrent users by **3300%** on 'StepUp', Singtel's first engagement app.
- Onboarded **97%** of the users successfully with a **80% retention rate** for the first **3 month**.

hi!Carnival Gamification project

Aug 2018 - Feb 2018

- Designed 'hi!Carnival', Singtel's first gamification project.
- Drove an increase of **50,000 Monthly active users** in **3 months**.
- Achieved over **2.2 million sessions** in **2 months**
- Received the **Singtel CEO award for innovation and engagement**.

EDUCATION

Nanyang Technological University, School of Art, Design and Media

Aug 2018 - Feb 2018

- Bachelor of Fine Arts
- Major in Interactive Media (Game Design)
- Graduated with First-class honors (2018)
- Dean's List (2017)
- Media Education Scheme Scholarship recipient

SKILLS

Design

Interaction design
Visual design
Illustration
3d Modelling
Animation

Prototyping tools

HTML, CSS,
Javascript

Game development

Unity
Blender 3d
Unreal engine 4

Language

English
Mandarin

INTERESTS

Career Coach Platform

- Music (Diploma in Classical Guitar)
- Video games, reading, films, bouldering, Muaythai