

Joey Chan (Ms)

joeychan149@gmail.com I [linkedin.com/in/joeychan149/](https://www.linkedin.com/in/joeychan149/) Singaporean

EDUCATION

Nanyang Technological University (NTU)

Codigo and Sandbox basics for HTML, CSS and Javascript
User Experience & Product Management Certificate

Dec 2020 -July 2021

Jun 2021 - July 2021

Dec 2020 - Jun 2021

NTUC Learning Hub

Courses:

July 2020 – Aug 2022

- Project Management for All
- Comparing Agile vs Waterfall Project Management
- Project Fundamentals using Gantt Chart
- Know Your Customers through a Human Centered Approach
- Cybint Cyber Security Protection
- HFI UX2 - CERTIFIED DIGITAL PERSUASION ANALYST (CDPA)-P211006MIZ

Pro App Pte Ltd

Rapid Prototyping in UX Design
Designing for Accessibility
Improving UX with Interaction Design
Designing a Winning Portfolio

30 Apr 2023

25 Apr 2023

24 Apr 2023

Garranto Academy

Certified SAFe 5 Agilist

Sep 2022 to Sep 2023

Garranto Academy

Human Centered Design for Fintech & Digital Banking

Jul 2022

Theanthropy Pte Ltd, Certified Scrum Product Owner

Aug 2020

Skills Global Academy, Adobe Photoshop Essentials

Aug 2018

Ngee Ann Polytechnic, Diploma in Marketing (Distinction)

Jul 1998 – Jun 2000

Marketing and Design software: Figma, Adobe Invision, XD, Photoshop, Illustrator, CMS, Webflow, Mailchimp, Instagram, Facebook, Twitter, Brackets, Wordpress, Constant Contact, Behance, Medium

Programming: Javascript, ReactJs, HTML, CSS, Github, Visual Studio Code, ATOM, Notepad++, Python, NPM, NodeJS, Git, GitLab, NextJS, NestJS, Android Studio, JQuery, Bootstrap, AngularJS, ChartJS.

Career Transition to User Experience (UX) Practitioner:

My goal is to create user friendly web and mobile apps, improve web traffic while making life easier for users

UX DESIGN EXPERIENCE

Design Related Employment History

ACRA (Contract)

Jul 2023 – Oct 2023

- Observe and report Design issues discovered during work.
- Reestablish their design components and iconography using Figma via Macbook.

- Weekly discussions and enhancement for improving design together with Business Analysts and Product Owners based on different parts of ACRA website.
- Track design projects using Jira and Confluence.
- Do ad hoc checks and conduct user testing as per project requirements.

NCSS (Contract)

Oct 2022 – Apr 2023

- Improve their Sharepoint Intranet UX experience by analyzing their existing Intranet content using UX methodology and proposing them UX solutions.
- PowerShell scripting for data Extraction for Workplace, working with vendors.
- Reestablish their internal workflows using Miro and Figma.
- Weekly discussions and enhancement for their internal EPES system applying the UX methodology in stages.

HDB (Contract)

Jun 2022 – Jun 2022

- Using their design system to improve website UX, UI design.
- Applying UX Methodology to improve usability and create simple Interaction Design Prototyping effects to redesign their HDB website and Mobile App.
- Created creative Graphical illustration concepts using Adobe Illustrator for 404 error message.
Short Demonstration of the Design Effect in Figma:
<https://www.figma.com/proto/7vX2adNyRZibNxQWszYB4x/Checkbox?node-id=8-10&starting-point-node-id=8%3A10>

Nanyang Technological University (NTU), Singapore

Dec 2020 - Jul 2021

Shuttle Partner Mobile App Project

July 2021

- Optional project following the NTU Boot Camp course
- Shuttle Partner is a Bangladeshi transport app similar to Grab to book private bus and taxi services
<https://www.shuttlebd.com/>
- Our team undertook this project to gain “live” experience in UX design
- We improved their driver recruitment signup in the app by designing interview questions to screen for suitable applicants
- Tasks included research on existing transport apps, eg Grab and Swvl. Utilized Miro software to research, conduct team discussions and finalise the questions

UX Design and Product Management, Boot Camp

Dec 2020 - Jun 2021

- A 6-month practical course on UX design
- Learnt core UX skills including prototyping and individual User Interface (UI) design
- **Healthy365 Mobile App** (Singapore Health Promotion Board) - Worked in a team of 4 to improve the app
- Created a design mock-up to improve the rewards redemption process through physical exercise
- I worked on the User Flow and UI Design of the proposed solution:
 - Design portfolio: <https://www.behance.net/gallery/117635131/Rework-of-Healthy-365-App>
 - Blog article describing project details: <https://joeychan149.medium.com/busy-juggling-too-many-tasks-helping-singaporeans-become-healthier-through-healthy365-app-7333516116e2>

Skills learnt and **Applied in the latest UX and UI jobs:**

1. Setting Research Goals UI Design, User Research, Heuristic evaluation, Wireframing, Prototyping, User Journey Map	2. Pinpoint the Usability Issues Finding
3. Setting Pain Points and Problem Statements	4. Preparing Survey Questions and conducting user interviews
5. Creating User Scenario and Persona	6. Zooming into Usability Heuristics
7. Creating wireframes, churning out style guide for colour schemes	8. Creating Competitor and SWOT Analysis
9. Prototyping and individual UI design options	10. Creating Affinity Diagram
11. Setting up Use Cases, drawing up Product Roadmap and setting A/B Testing Options	12. Setting the UX Metrics
13. Relating to Empathy Journey Map and drawing up Customer Journey Map	14. Drawing up the Value Proposition Canvas and creating user storyboard

PAST EMPLOYMENT HISTORY

NTUC Fairprice Pte Ltd, International Sourcing (Contract)

Sep 2019 – Dec 2019

- Sourced for food and household supplies and conducted product surveys, food tasting and testing items

Silverlakegroup Pte Ltd, Administrator (Contract)

Nov 2018 – Feb 2019

- Silverlake is an enterprise software company serving banks and other companies
- Key tasks included project scheduling and creating resource utilisation reports to ensure the IT projects run on time

Ocean Network Express Pte Ltd, Executive (Contract)

Oct 2017 – Jun 2018

- Worked in the shipping company's finance department on vendor information and payments

Marketing Executive roles:

MJI Universal Pte Ltd

Mar 2016 – Oct 2016

- Sales and marketing role in this animal feed ingredients company

Genufood Enzymes Pte Ltd

Jul 2013 – Apr 2014

- Health supplements start-up where main tasks were event management and retail store management

Hawley & Hazel Pte Ltd

Mar 2012 – Jan 2013

- Set up various digital campaigns for Darlie Toothpaste including on Facebook
- Conducted Google Analytics analysis to report on website traffic for the above campaigns in APAC region

Meiji Seika Singapore Pte Ltd

Sep 2009 – Mar 2012

- Developed Facebook campaigns for Meiji which helped to increase its online sales by 30%
- Redesigned product ranges and managed outdoor sales events which resulted in 5% increase in sales
- Relationship management with Amino Collagen members and ensured the stickiness of its members
- Using SWOT analysis to track competitors' movements and designed strategies to increase sales
- Conducted market research by setting up survey questions and questionnaires for customers
- Website contents management of all product related information in Meiji's website
- Worked with design agencies on the packaging design

Konica Minolta Business Solutions

Jul 2008 – Jul 2009

- Using SWOT analysis to track competitors' movements and designed strategies to increase sales
- Website contents management of all product related information in Konica's website
- Localised campaign flyers, direct mailers, website, magazine and all other forms of advertisements for Singapore market distribution (using Adobe Illustrator & Photoshop software)
- Design marketing collaterals, brochures, newsletters etc
- Support sales teams in generating reports and sales tabulation

Jia Jia Sales and Marketing, Trade Marketing Assistant (Contract)

Sep 2007 – Jul 2008

- Supported manager in negotiations with advertising companies for canned drinks packaging design
- Writing sponsorship letters, helping to distribute sponsored items to social welfare institutions

Other roles:

2000 – 2007

Fujitsu Asia Pte Ltd, Secretary

Onasus / Itech Vision, Call Centre Agent

EMC Asia Pacific Pte Ltd, Administrator

Maersk Singapore, Customer Service Officer & Systems Analyst

SPH Ltd, Admin Assistant

LANGUAGES

English, Chinese, Japanese (Pre-advanced JLPT 3), Korean (Basic)

INTERESTS

Swimming, singing and self-learning (eg learning software coding from logrocket blog and stackoverflow forum)

Programming: HTML, CSS, JavaScript.

<https://joey147.github.io/Breadandbutter/design.html>

Figma – <https://www.figma.com/file/pD7K2ePDLsrzU1pFmjNdX/Pet-Mobile-App?node-id=0%3A1>

It is pet mobile app created on request by a company.

You can choose to view if you have Figma account.

Pet Mobile App 7 Day Design Concept Challenge

Design Task is to find and create other similar pet owners

Via online myself in Singapore

By applying some research information with similar apps

It is a redesign movement to improve Gmarket existing website.

Axrail Amazon Partner 7 Days Redesign Second Round Challenge

Context: Choose any favourite website to redesign

You can choose to view if you have Figma account.

<https://www.figma.com/file/sKy5mzjvtGg4VoNJUMTdlk/Website-Redesign?node-id=20%3A2>

Fwd Insurance 7 Day ReDesign Challenge

<https://www.figma.com/file/3suxc50jVSBWbpUunYR4on/Fwd-Insurance?node-id=0%3A1>

ConnectedLifeHealth 3 Days ReDesign Challenge

<https://www.figma.com/file/kf13GKGvVeXVKAz72ZuBsB/ConnectedLife-Health?node-id=0%3A1>

EonReality Coding Design Challenge using their Design Assets with HTML, CSS, JavaScript

<https://joe147.github.io/EonReality/>

<https://eon-reality.vercel.app/>

Links to my websites coded with ATOM and NEXTJS, CHARTJS frameworks

<https://joe147.github.io/Chart-JS/>

<https://chart-js-mu.vercel.app/>

<https://breadandbutter.vercel.app/>

Link to ShuttlePartner User Research using Miro

https://miro.com/app/board/o9J_lcZtjos=/