Joey Chan (Ms)

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EDUCATION

Nanyang Technological University (NTU)   **Dec 2020 -July 2021**
Codigo and Sandbox basics for HTML, CSS and Javascript   *Jun 2021 - July 2021*
User Experience & Product Management Certificate   *Dec 2020 - Jun 2021*

NTUC Learning Hub   **July 2020 – Aug 2022**
Courses:

- 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

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

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:

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

EMPLOYMENT HISTORY

NCSS (Contract)　　　　　　　　　　　　　　　　　　　　**Oct 2022 – Apr 2023**
- Improve their Sharepoint Intranet UX experience
- 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.
- Created Graphical illustration for 404 error message.

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 questionaires 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/pD7K2ePDLSrzrU1pFmjNdX/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 Challenge
Design Task is to find and create other similar pet owners
Via online myself in Singapore
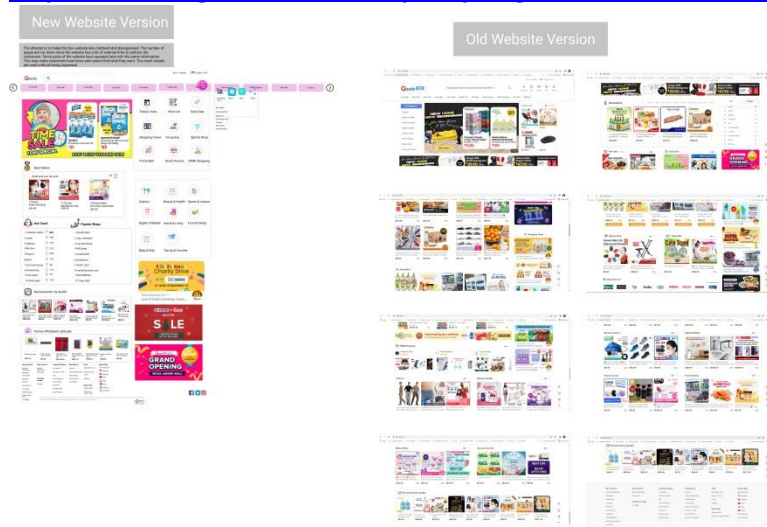**By applying some research information with similar apps**
It is a redesign movement to improve Gmarket existing website.

Axrail Amazon Partner 7 Days Redesign Second Round Challenge
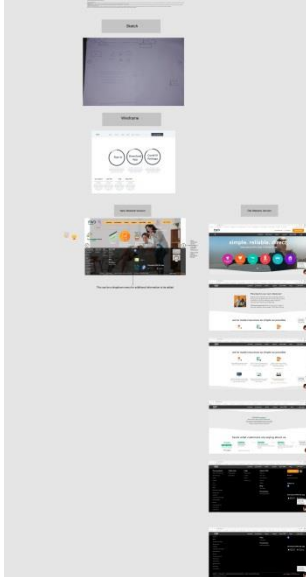**Context: Choose any favourite website to redesign**
You can choose to view if you have Figma account.
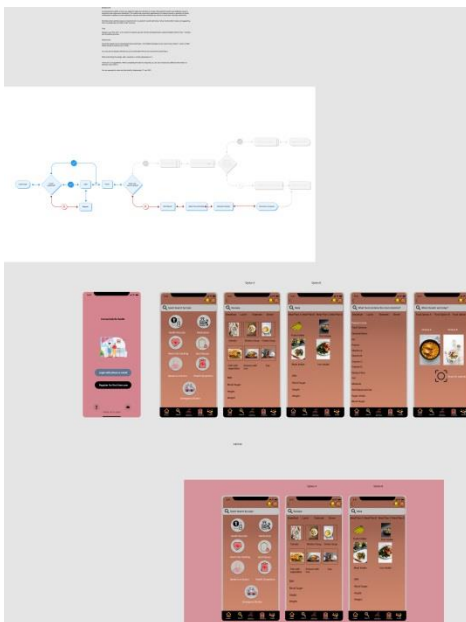**https://www.figma.com/file/sKy5mzjvtGg4VoNJUMTdIk/Website-Redesign?node-id=20%3A2**

Fwd Insurance 7 Day Design Challenge
https://www.figma.com/file/3suxc50jVSBWbpUunYR4on/Fwd-Insurance?node-id=0%3A1

ConnectedLifeHealth 3 Days Design Challenge

https://www.figma.com/file/kf13GKGVVeXVKAz72ZuBsB/ConnectedLife-Health?node-id=0%3A1

Links to my websites coded with ATOM and NEXTJS, CHARTJS frameworks
https://joey147.github.io/EonReality/