



## ABOUT ME

I'm an impact-driven and curious product designer with experience in e-commerce and SaaS industry. My passion lies in designing solutions that leave a lasting, positive impact. I strive to tackle any problem with critical thinking and a positive attitude.

## TECH SKILLS

### DESIGN TOOLS

Figma  
Figma  
Adobe CC  
Principle  
Overflow  
Miro

### FRONTEND DEV TOOLS

HTML/CSS  
Javascript/jQuery  
Google Analytics  
Git/GitHub  
Zeplin  
Hotjar

## COMPETENCIES

Visual Design	Design System
Interface Design	Design Heuristics
Interaction Design	User Research
Experience Design	User Interview
Wireframing	Usability Testing
Prototyping	Data Analysis

## EDUCATION

### SIMON FRASER UNIVERSITY

B/A - Interactive Arts + Technology  
Design Concentration

Graduated with Distinction  
and Co-op Education Award  
2014 - 2019

## ACHIEVEMENTS

### DEAN'S HONOR ROLL

FALL 2014

Awarded to students for achieving a 3.50 (out of 4.33) or higher GPA.

## PROFESSIONAL EXPERIENCE

### Product Designer / Shopee

JUL - NOV 2022

- Designed intuitive solutions to improve the seller centre and buyer marketplace experience based on the existing regional design system.
- Communicated with cross functional teams to develop solutions, receive feedback, and manage multiple projects in a fast-paced environment.

### Senior Product Designer / Tokoplas

SEP 2020 - JUN 2022

- Worked closely with management and engineers to redefine the user experience of the e-commerce website, seller portal, and mobile apps.
- Led the design efforts of the new website and seller portal as well as creating design system, mockups, and prototypes for development.

### UI/UX Designer / Zauai Software

DEC 2019 - APR 2020

- Collaborated with engineers and product experts to design flows and features for the new web booking engine and back-office platform.
- Developed wireframes, high-fidelity mockups, and interactive prototypes for the new web booking engine and back-office platform.

### Digital Designer / PayByPhone

OCT 2018 - APR 2019

- Redefined the user experience and redesigned the interface of the new parking operators (B2B) and careers pages.
- Produced marketing materials for print and digital such as promotional banners, posters, postcards, display ads, and social media graphics.

### UI/UX Designer / BSTRO

MAY - SEP 2018

- Collaborated with designers in an agency environment to design digital experiences for J&J, Chef Software, and San Francisco Marathon.
- Day-to-day included creative conceiving, competitive analysis, sitemap drafting, wireframing, mockups design, and prototyping.

### UI/UX Designer / BuzzIt Inc.

SEP 2017 - AUG 2018

- Worked collaboratively with a product manager and a developer in redesigning BuzzIt's website and mobile apps in a startup environment.
- Overhauled the visual design and user experience of the entire Android & iOS app by producing 50+ sets of end to end mockups.