



## ABOUT ME

I'm an impact-driven product designer with over five years of multinational experience in various industries. My passion lies in crafting meaningful and impactful digital products. I also strive to help brands improve their digital experiences that address user needs and business goals.

## TECH SKILLS

### DESIGN TOOLS

Figma  
Sketch  
Adobe CC  
Principle  
Overflow  
Miro

### DEVELOPMENT TOOLS

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

## COMPETENCIES

|                    |                   |
|--------------------|-------------------|
| Visual Design      | Wireframing       |
| Experience Design  | Prototyping       |
| Interaction Design | Info Architecture |
| Interface Design   | User Interview    |
| Design System      | Usability Testing |

## 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 2022 - PRESENT

- Improving the seller centre and buyer marketplace experience based on the existing regional design system and guidelines.
- Communicating 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

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

### UI/UX Designer / Zau 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 designed 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 senior designers in designing digital experiences for Johnson & Johnson, Chef Software, and The 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.