



ABOUT ME

Impact-driven product designer with six years of multinational experience in creating user-centric experiences across various industries. Proven track record in delivering innovative and impactful solutions that improve user engagement and business outcomes.

TECH SKILLS

DESIGN TOOLS

Figma
Figjam
Adobe CC
Principle
Overflow
Miro

DEVELOPMENT AND RESEARCH TOOLS

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

COMPETENCIES

Visual Design
Interface Design
Interaction Design
Experience Design
Wireframing
Prototyping

Design System
Design Heuristics
User Interview
Usability Testing
A/B Testing
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

Senior Product Designer / Sunday

MAY 2023 - PRESENT

- Leading design delivery and effectively managing distribution of tasks within the team for retail platform, Jolly super app, and Jolly HR designs.
- Designed autolink multiple policies feature that boosted the policy link rate by 76% on the first month of implementation for Jolly super app.

Senior 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 / Zaui 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.