

# Li Mingzhen

#Product

#Design

#Marketing

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## EXPERIENCE

### UI/UX Designer Intern/ Crater Merch

Dec 2021 - Present, Singapore

- Collaborated with developers to design new features on web and mobile to improve artist and user acquisition
- Conducted user testing and interviews to understand design effectiveness and optimize user experience

### Product Marketing Intern/ Augmentus

Jan 2021 - Present, Singapore

- Created web prototypes based on specific business needs for communications and rebranding
- Provided competitor analysis and proposed web design solutions that helped navigation and flow

### Entrepreneurial Trainee Intern/ Cosmose (KaiKai)

Aug 2021 - Dec 2021, Singapore

- Worked closely with Product Manager to support product feature design inclusive of Payment, Rating, Homepage
- Analysed and tracked key metrics like DAU, redemption and revenue data to guide business decisions
- Collaborated with cross-functional teams (Product, Design, Business) to drive alignments and establish timelines
- Managed daily merchandising operations and inventory for product releases

### Marketing and Communications Intern/ Systems on Silicon Manufacturing Company (SSMC)

Jan 2021 - May 2021, Singapore

- Designed marketing collaterals for social media to promote audience engagement
- Engaged in copywriting for internal and external monthly newsletters for corporate communication and branding
- Planned the first International Women's Day campaign and increased social media engagement by 50%
- Led the Tableau dashboard analytics design to track newsletter readership

## EDUCATION

### National University of Singapore

Bachelor of Materials Science  
& Engineering (Honours)

2018 - 2022, Singapore

## SKILLS

### Design

Figma, Sketch, Photoshop,  
Illustrator, Marvel, Miro, Weebly,  
Wix, Basic HTML and CSS

### Marketing

Tableau, Google Analytics, Social  
Media, SEO, Content Creation

## AWARDS

### Dean's List AY2021/2022

#### Semester 1

In recognition of outstanding  
academic performance

### Best Idea Award 2021

Outstanding performance in  
product development video contest  
for Explore Young Entrepreneurism  
Awards organised by NUS MSE  
and Fortune Times

## CERTIFICATIONS

### HEC Montréal

Introduction to User Experience

### IBM

Enterprise Design Thinking

### New York University

Theory of Media and Technology