

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 web new features 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 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 (Payment, Rating, Homepage)
- Collaborated with cross-functional teams (Product, Design, Business) to deliver tasks assigned
- 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, 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