

DIANA EDDIE

UI/UX DESIGNER

Singaporean

Contact

+65 8749 1366 (SG)

hello@dianaeddie.com

Portfolio

www.dianaeddie.com

Skills

Design & Prototyping

- | Adobe XD & Axure RP
- | Adobe Creative Suite
- | Microsoft Office
- | Low/ High Fidelity Mockups

Web Development & Front End

- | Frameworks
- | HTML5/ SCSS/ Javascript
- | Agile/Waterfall Methodology
- | Project Management

Sublime Text | Netbeans | Eclipse |
Android Studio | GIT | Meteor.js |
Bootstrap | React

Languages

English (Fluent)

Malay (Fluent)

References

Kepler Analytics

Head of Product, Nigel

nigel.ang@kepleranalytics.com

Oneberry Technologies

Director, Sara Pereira

sara@oneberry.com

Head of Product, Steph Delfin

steph@oneberry.com

Listen Lid Pte Ltd

Founder/CEO, Alana Triscott

hello@listenlid.com

I love experimenting creatively and digitally. I am passionate about Visual Design as well as the emotions and thoughts that materialized from using products and services.

I like to start every project from a Design Thinking perspective, enabling me to deeply and thoroughly understand the emotional needs and behaviors needed to create a holistic Human-centered design, placing the user as the most important asset - This is my UI/UX.

Education

Singapore Management University

Bachelor's Degree in Information System | Strategic Management [Second Major]

Aug 2013 – June 2018

Singapore Polytechnic

Diploma In Business Information Systems | CGPA 3.6/4

April 2010 – April 2013

Work Experience

UI/UX Designer – Mar 2019 to Mar 2020

Kepler Analytics, Melbourne, Australia

Lead the UI and UX of Kepler's Dashboard - Retailer's Visitor Tracking Data Analytics

- Designed and Prototype for Big Data and Analytics
- Reviewed Kepler's old dashboard and conducted interviews
- Worked very closely with front-end team (Bootstrap framework)
- Involved in Scrum meetings and our product team's Agile software development

UI/UX Designer & Product Management – Jun 2018 to Feb 2019

Oneberry Technologies Pte Ltd, Singapore

Produced and presented Low/High Fidelity Prototypes of both corporate & government projects with user flows. Developed responsive front-end interface of web projects, designed company's brand guidelines, corporate templates and product suites.

Visual Designer & Marketing Officer – April to Aug 2017

Oneberry Technologies Pte Ltd, Singapore

Developed user testing documents, created marketing collaterals such as product briefs, product specifications and edms. Created a Web Survey Application, performed product survey and analysed results.

Digital Designer & Developer – Feb to June 2018

Igloohome, Singapore

Design & develop main website pages (wordpress) , create visuals and proposed ideas to clients & partners on website improvements. Assisted Creative Director on marketing strategy and execution and ad-hoc marketing tasks with tight deadlines.

Marketing Coordinator – Jan 2015 to Aug 2018

Listen Lid Pte Ltd, Singapore

Plan, create and execute Marketing strategies, manage and liaise Amazon customers, product suppliers and key stakeholders, designed and maintain websites (<http://listenlid.com>). Created and ran Google Adwords and Amazon Marketing campaigns.