DIANA EDDIE

UI/UX DESIGNER

Singaporean

Contact
+65 8749 1366 (SG)
hello@dianaeddie.com

Portfolio
www.dianaeddie.com

Skills
Low/ High Fidelity Mockups
Adobe XD
Figma
Adobe Creative Suite
User Testings
A/B testing
HTML5/ SCSS
Agile Methodology
Scrum
Project Management

Languages
English | Malay | Korean

References
Euclid Security
Founder, CEO, Tyler Sahib
tsahib@euclidsecurity.com

Kepler Analytics
Head of Product, Nigel
nigel.ang@kepleranalytics.com

Oneberry Technologies
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 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.

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 I CGPA 3.6/4
April 2010 – April 2013

Work Experience

UI/UX Designer – Feb 2021 to Current
Euclid Security, United States - Remote, Freelance
Created low-fidelity sketches and high-fidelity user interface using Figma for Tabularium - a Document management and digital signature platform.

UI/UX Designer – Mar 2019 to Mar 2020
Kepler Analytics, Melbourne, Australia - Full time
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 the 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 - Full time
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 - Full Time
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 - Part Time
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.