Nixon Ooi

I'm passionate about diving deep into tricky processes to achieve simple, delightful "aha!" moments for users and teams.

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Experience

2023   **The Bold Company**, Marketing Intern

- Revamped the company's Shopify site using new themes and layouts, and improved loading speed by removing redundant plugins and content.
- Designed ad-specific landing pages to support marketing campaigns, enhancing user engagement through clean, conversion-focused design.

2023   **IDS Medical Systems**, Marketing Communications Intern

- Revamped the company's Shopify site using new themes and layouts, and improved loading speed by removing redundant plugins and content.
- Designed ad-specific landing pages to support marketing campaigns, enhancing user engagement through clean, conversion-focused design.

Education

2023 - 2026   **Manchester Metropolitan University**, BSc (Hons) Web and User Experience Design

- Hands-on experience in UX research, interaction design, and front-end development through real-world projects and collaboration, focusing on accessible digital products.
- Applied industry tools and methods to develop responsive, user-friendly web interfaces — combining HTML/CSS with UX principles to deliver functional, engaging experiences.

2021 - 2023   **Chatsworth Medi@rt Academy**, Professional diploma, Advertising & Design

- Leveraged training in creative direction and branding to design user-centric digital interfaces that align with marketing objectives, enhancing both usability and brand coherence.
- Built skills in visual storytelling, digital marketing, and interface design through hands-on projects, applying a multi-disciplinary approach to create engaging user experiences.

Certs

Uxcel -UX/UI Designer
BCG - Strategic & Experience Design Job Simulation
McKinsey.org - Forward Program

Skills

Product Design, User Experience Design (UX), User Interface Design (UI), Interface Design, Product Strategy, Design Thinking, Service Design, Interaction Design (IxD), Information Architecture (IA), Design sprints, Responsive Design, Prototyping, Usability Testing, UX Research, Qualitative Research, Quantitative Data Analysis, A/B Testing, User Flows, Journey Mapping, Service Blueprinting, Accessibility (WCAG), Visual Design, Sketching, Wireframing, User Advocacy, Agile, Scrum, Product Management, Stakeholder Management, Cross-functional Collaboration, Empathy, Critical Thinking, Storytelling, Design System Management, UX Audit, Mentorship, Figma, Protopie, Sketch, Adobe XD, Adobe Creative Suite, Jira, Notion, Miro, Shopify, System Thinking, Value Proposition Design, Technical Feasibility, HTML/CSS, Front-End Development (FE Dev)