# 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

`Shopify` `Photography` `Notion`

- 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

`Illustrator` `Photoshop` `Canva` `Premier Pro`

- Created external marketing assets and internal content (newsletters, videos), gaining experience navigating stringent industry standards in healthcare.
- Supported cross-departmental projects and brand communication, gaining insight into how creatives operate within large organizations

## Education

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

`HTML` `CSS` `Figma` `W3C` `VS Code` `Wordpress`

- 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

`Illustrator` `Photoshop` `InDesign` `Capcut`

- 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

`Service Blueprinting` `Accessibility (WCAG)` `Visual Design` `Wireframing` `Agile` `Product Management` `Cross-functional Collaboration` `Design Thinking` `UX Research` `Journey Mapping` `User Interface` `Storytelling` `Critical Thinking`