REBECCA LING

UI/UX Designer

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UI/UX Designer with a strong background in consulting and frontend development. Skilled in delivering user-centered design solutions, facilitating design thinking workshops, and collaborating cross-functionally in Agile environments. Passionate about bridging design and technology to create impactful digital experiences.

EXPERIENCE

Accenture Song   Sept 2022 - Current
Visual Design Senior Analyst

- Led end-to-end UX and visual design initiatives across Singapore and Japan, delivering user-centered solutions for large-scale government and enterprise projects.

- Produced and iterated on experience artefacts, including user flows, interaction models, wireframes, prototypes, high/low fidelity sketches, and design specifications.

- Facilitated design thinking workshops for clients to uncover critical pain points and deliver strategic, data-driven solutions that increased user engagement and conversion rates.

- Designed and maintained scalable design systems aligned with accessibility standards (WCAG), ensuring consistency and efficiency across complex product ecosystems.

- Conducted knowledge-sharing workshops on advanced Figma prototyping for 80+ colleagues, enhancing team-wide efficiency and adoption of best practices and overall design system maturity

- Conducted and organised both quantitative and qualitative user testing and user research sessions to validate UX decisions and guide product strategy, resulting in improved user engagement and measurable business outcomes.

Sentient.io   Sept 2021 – Jan 2022
UI Design and Developer Associate

- Designed a Design Language System, user flows, and visuals for ScribeRabbit, an AI-driven transcription service for 600+ users

- Collaborated with product managers to revamp the user interface of Sentient.io's existing landing and platform service pages, serving over 2000 users with over 70 microservices

- Acted as a frontend developer to develop the landing page and platform design using Quasar framework

Accenture   May 2021 – Aug 2021
Digital Transformation Intern

- Ensured requirements and features set by the client and UIUX team were met or feasible by identifying technical features needed to fulfill said requirements

- Clarified, mapped, and documented specifications for REST and SOAP APIs using Swagger and sequence diagrams with multiple teams and clients to customise customers' online shopping experience

Government Technology Agency   Dec 2020 – Apr 2021
UI/UX Design Intern

- Prototyped multiple wireframes, UI and website assets in weekly AGILE sprints for a service that is used across all Singapore government agencies to access sensor data

- Leveraged on journey maps, empathy maps, user-flow diagrams to enhance user interactions and requirements

SKILLS

Core Competencies

Figma • UI Design • UX Design • HTML • CSS • JavaScript • ReactJS • AdobeXD • Service Design • User Research • Design Workshops • Information Architecture • Design Language Systems • Usability Testing

Additional Skills

Adobe Illustrator • Bootstrap • Quasar • Swagger • Mulesoft • Postman • Unity

EDUCATION

Singapore University of Technology and Design

Bachelor of Engineering with Honours, major in Computer Science and Design

SIDE PROJECTS

Pick Up Games Android App

I was a frontend developer and UI/UX designer for a mobile Android app that helps users organise and join sports activities in their community.

Travel Vlogs

As a side hobby, I also enjoy creating short vlogs to remember my trips by, using DaVinci Resolve.