

Work Experience

User Experience Designer | **Lazada South East Asia**

UED Senior Associate, Jan 2023 – Present | Singapore

UED Associate, Jun 2021 – Dec 2022 | Singapore

- Leading and responsible for UX/UI design of various verticals such as Livestream, Loyalty and Frequency, Deals Nearby (O2O) and Message and Notifications in the User Growth and Engagement Team with delightful user-focused experiences in SEA and China.
- Initiated with research team to conduct multi-country qualitative user research through face-to-face interviews and moderated usability testing in Philippines, Thailand and Indonesia

UI/UX Designer (Intern) | **Shopee Singapore**

Jan 2021 – May 2021 | Singapore

- Brainstormed and prototyped several regional app concepts in Search and Recommendations and internal B2B tools with strong focus on usability
- Collaborated with design, product and engineering teams to establish timelines and consensus around product journey
- Presented UX solutions to senior design management, evangelizing for user-centric design team culture

Product Designer (Intern) | **MindFi (Jaedye Labs)**

Apr 2020 – Dec 2021 | Singapore

- Led the redesign of the Explore feature and design of the Challenge, Quiz, & Corporate Onboarding features of B2C app on Sketch and Figma as an independent designer
- Collaborated directly with CEO, PM and engineers to deliver bi-weekly app updates & improvements as a Scrum Team
- Initiated user discovery and usability testing with over 20 multinational interviewees and synthesized results that drove later critical design decisions
- Produced marketing collaterals and analytics tracking processes in Adobe Illustrator and Mailchimp to present information with performance data on Google Analytics and Firebase Analytics

UI/UX Designer (Intern) | **Vembali AB**

Jan 2020 – Mar 2020 | Sweden

- Led the dashboard design from ground up for to drive better partnership between stores and Vembla
- Initiated the audit of content and usability of the existing consumer and shopper app according to usability heuristics
- Collaborated directly with Chief Technology Officer and engineering unit to implement UX improvements

Mentorship Experience

Mentor | **ADPList**

May 2021 – Present | International

- Guided aspiring designers through over 160 guidance sessions spanning 6000 minutes in 27 countries covering career advice and guidance in breaking into design
- Awarded Top 1% of monthly Mentors globally and 6th and 10th in Top Mentors of 2021 APAC and 2022 APAC respectively

Education

B.Eng (Hons) | **National University of Singapore**

Aug 2017 – May 2021

- Bachelor of Engineering (Hons) Materials Science and Engineering
- Second Major in Innovation and Design
- NUS Overseas Colleges (Stockholm, Jan – Dec 20)
- NUS Overseas Colleges (Indonesia, May – Aug 19)

Student Exchange | **KTH Royal Institute of Technology**

Jan 2020 – Dec 2020

- Entrepreneurship Studies in New Venture Creation, Market Validation, Start-up Case Study and Analysis, Management of Technological Innovation

Skills

Hard Skills

Languages

Native Proficiency in English
Business Proficiency in Mandarin Chinese

Research

User Personas, User Discovery Interviews, Competitor Analysis, Journey Maps, User Acceptance Testing

Prototyping

From paper wire to high-fidelity interactive testable prototypes

Management

Design Thinking, Scrum Methodology, Agile Product Management, Student Leadership, Design Mentorship

Tool Stack

Design

Figma, Sketch, XD, Invision, Framer, Adobe Creative Suite, Apple IWorks

Marketing

Mailchimp, Google Analytics, Firebase Analytics

Productivity

Trello, Slack, Microsoft Teams

