



Er Sin Cher

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Professional Summary

Passionate UI/UX Designer with over a decade of experience creating user-centered designs for web and mobile applications. Skilled in transforming complex problems into intuitive and delightful user experiences. Proven ability to collaborate with cross-functional teams to deliver impactful solutions that drive business success. Fluent in Mandarin, English, and Malay.

Experience



Senior UI/UX Designer

Pulsifi Pte. Ltd | May 2023 – Present

- Led user-centered interface design across platforms
- Developed scalable design system for NG-ZORRO
- Integrated analytics (GA/GTM) for data-driven optimization
- Created Looker Studio dashboard for performance metrics
- Automated Google Sheets workflows for operational efficiency



Senior UI/UX Designer

TOGL Technology Sdn Bhd | Aug 2022 – May 2023

- Led end-to-end user experience design and strategy
- Collaborated with cross-functional teams for brand integrity
- Developed wireframes and prototypes using Figma
- Conducted design walkthroughs for team alignment



Senior UI/UX Designer

GoKudos Sdn Bhd | Oct 2021 – Aug 2022

- Redesigned and restructured SaaS platform
- Created user-centric designs with Figma
- Developed engaging marketing materials
- Executed feature rollouts within deadlines



Senior Marketing Exec.

SICK Sensor Malaysia |Nov 2020 – June 2021

- Executed high-impact marketing plans
- Developed social media and website strategies
- Led creation of marketing materials
- Managed visual aspects of campaigns



Branding Specialist

KHP Steel Product (M) Sdn Bhd | Jan 2018 – Nov 2020

- Led integrated marketing strategies
- Managed B2B and B2C brand portfolios
- Developed high-impact branding tools
- Implemented digital marketing campaigns
- Launched new concept store and factory



Senior UI/UX Designer

Intelligent Earnings Sdn Bh | Jan 2016 - Dec 2017

- Led design vision and product direction
- Enhanced hiring process and team building
- Developed diverse mobile applications
- Defined company branding and visual direction



Senior Designer

OPPO Electronics Sdn Bhd | Jan 2013 - Dec 2015

- Led Malaysia advertising concept
- Managed team of three designers
- Developed websites and Android OS visuals
- Designed POSM concepts



Creative Director

JT Apps Sdn Bhd | July 2012 - Jan 2013

- Led team of three designers
- Built brand identities for major clients
- Created animation and visual storytelling
- Directed photography and videography

Language

- Mandarin
- English
- Malay

Tools Stack

Figma

FigJam

Adobe XD

Adobe Illustrator

Adobe Premier Pro

Adobe After Effect

Google Analytics

Google Tag Manager

Looker Studio

Google Sheets automation

HTML & Basic Web Technologies

Achievements

- Top 30 Finalist at UXcel Design Contest (Dec 2023): Designed a seamless search and booking experience for holiday-related events.
- Bronze Winner at Crowbar Awards (Sep 2010): Recognized among 1,000 entries from 39 global schools.
- Outstanding Prize & Most Voted Prize in Innovation Design at Creative + Recycle = Winning for Charity (2010).



Certificates (12)



AI in UI/UX Design



Course · Nov 2023



Service Design



Course · Oct 2023



CSS for Designers



Course · Oct 2023



Design Accessibility



Course · Sep 2023



Design Mentorship Mastery with ADPLIST



Course · Sep 2023



UX Writing



Course · Sep 2023



Color Psychology



Course · Sep 2023



UX Design Patterns with Checklist Design



Course · Sep 2023



UI Components I



Course · Sep 2023



Full Stack Web Development with Angular



Course · Jul 2022



Google UX Design Specialization



Course · Jul 2022



Professional Diploma in Digital Marketing



Course · May 2018



What make me great?

- Able to work positively and harmoniously with different people and is likely to treat everyone fairly and respectfully.
- Diligently follows through on commitments and consistently meets deadlines. Demonstrates accountability at work and take ownership of mistakes.
- Accepts new and additional task without being asked. Proactively challenge the status quo, and identifies ways to contribute and improve.



What make me thrive?

- Motivated by extrinsic rewards, recognition and growth opportunities.
- Enjoys solving abstract and highly complex problems.
- Prefers a warm and collaborative environment, built on mutual trust, sincerity, teamwork and positive relationships.



Education

2010-12

The One Academy

Diploma in Art/Design/Creative Multimedia | Malaysia

2012-07

University of Hertfordshire - UK

Bachelor's Degree in Art/Design/Creative Multimedia | United Kingdom