|  |  |
| --- | --- |
| Soh Ping Ting  hello.sohpingting@gmail.com | images/sohpingting-profile-pic.jpg |

Profile Summary

* Eight years of working experience including graphic design, web design, project management and web development
* Around three years of experience in user experience design
* Experience with scoping project requirements and managing the overall product development process
* Experience with HTML, CSS and JavaScript
* Certified in Interaction Design by Nielsen Norman Group UX Certificate

Education

|  |  |
| --- | --- |
| 2008 – 2012 | Nanyang Technological University  Bachelor of Fine Arts (BFA), Game and Interactive Media Design |

|  |  |
| --- | --- |
| 2005 – 2008 | Nanyang Polytechnic  Diploma in Multimedia & Infocomm Technology |

Skills

* User research and analysis
* Data analysis
* Requirement scoping
* Information architecture
* Prototyping and testing
* User interface design for responsive web and mobile app
* Excellent working knowledge of Adobe Creative Suite, Sketch, HTML, CSS and JavaScript

Working Experience

|  |  |
| --- | --- |
| Jan 2017 – Now  (1y 8m) | UX/UI Designer  PigeonLab Pte Ltd  Pigeonhole Live is a real-time interactive Q&A web app that facilitate conversation between event organizers, speakers and its audience. |
|  | Job Scope:   * Design flow, interaction, wireframe and high-fidelity mock-up * Research and analyse user task and scenario * Elicit high-level requirement from Product Owner and translate them into new features * Observe, analyse and gather feedback from the clients or their usage to improve ease of use of the existing product * Copywriting for interface * Present designs to stakeholders and incorporate their feedback to current design or future phase * Manage and analyse product performance metric * Did QA testing and test case writing * Coordinate releases for new features * Occasionally does the contextual interview and usability testing |
|  |  |
| Apr 2016 - Dec 2016  (9m) | Freelance Consultant  LumenLab | MetLife Innovation Centre  Works with stakeholders to build websites for products to test new business model. |
|  | Job Scope:   * Research * Design (UI and print) * Coding (HTML, CSS, Javascript) * Management Online Community * Setting up and reporting Web analytics |
| Jun 2015 -  Feb 2016  (9 months) | Growth Hacker  Inspire-Tech  Hired as a UX/UI Designer and transited to doing growth hacking due to the company's change in priority. |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |  |
| --- | --- |
| Inspire-Tech | Jun 2015 -  Feb |
| Growth Hacker | 2016 (9 months) |
| Hired as a UX/UI Designer and transited to doing growth hacking due to the company's change in priority.  Job Scope:   * Bring growth to RapidSMS * Create adoption for RapidSMS App * Assist operation team in customer retention * Increase online presences and bring growth digitally   Result:   * Increased online presences and triple the numbers of follower on https://twitter.com/easisms * Created knowledge-base customer support center | |

|  |  |
| --- | --- |
| SmoovPay | Sep 2014 -  May 2015 |
| Business Analyst & Digital Designer | (9 months) |
| SmoovPay is an online payment gateway processing company. Provides secure, affordable and easiest debit & credit card payment collection online.  Job Scope:  - Facilitate in both product planning, product development and product digital marketing  - Manage the product throughout the product life cycle  - Gather and prioritize product and stakeholder requirements  - Work closely with development team to deliver winning products  - Work with sales, marketing and customer support to ensure revenue and stakeholder satisfaction goals are met  - Ensuring that the product and marketing efforts support the company’s overall strategy and goals | |

|  |  |
| --- | --- |
| SmoovPay | Jun 2012 -  Sep 2014 |
| Creative Programmer & Digital Designer | (2 years 4 months) |
| SmoovPay is an online payment gateway processing company. Provides secure, affordable and easiest debit & credit card payment collection online.  Job Scope:  - Research, design and development online payment solution features  - Technical Support for Online Payment  - Digital Marketing | |

|  |  |
| --- | --- |
| Smoov | May 2011 -  Dec 2011 |
| Interactive Specialist | (8 months) |
| Smoov is a highly dynamic company whose core team consists of young and energetic professionals in the digital field. The main focus of Smoov is in mobile application, community and ecommerce development. Smoov has won numerous awards like Asia Pacific ICT Awards (APICTA), National Infocomm Awards (NIA) and Singapore infocomm Technology Federation (SiTF) over the years.  Job Scope:   * Design mobile app interface * Conceptualize, plan and propose solutions * Ran social media campaign * Test and consolidate user feedback on mobile app * Work with Business Development Personnel to meet client, pitch work and acquire requirement * Design icon for mobile app * Troubleshoot and code for the kiosk to print ticket | |

|  |  |
| --- | --- |
| Freelance | Feb 2009  -  Jan 2014 |
| Web, Flash and Graphic Designer | (Loosely 5 years) |
| Self-employed to provide graphic and web design service to clients.   * Look for potential client and work directly with them * Research and analyze client's users and direct competitors * Plan and propose SEO solutions and marketing campaign to client * Conceptualize, design and build websites * Conceptualize and design logo * Conceptualize ad design graphic for prints | |