



Victor is a visionary and thoughtful leader in user-centered innovation, with a strong passion for design, the ability to transform ideas into actualized, winning solutions, and the desire to continually strive to provide top-tier, strategic design solutions.



WORK EXPERIENCE

Design Manager/Creative Director Pocketmath Inc.

December 2014 - Present | Singapore



Provide leadership and strategic direction for user experience across web and mobile platforms. Create and implement a global brand strategy that has been integrated with HubSpot. Form, lead and manage a team of designers.

Mobile Design Lead

HP Inc.

August 2014 - October 2016 | Singapore



Helped to strategize and develop new interaction models and design concepts to enhance the HP printing experience—ranging from software to web solutions and mobile applications. Designed the iOS apps to support the HP All-in-One printer program, as well as upcoming products still in the development phase. My work includes conceptualizing the future mobile strategy, crafting the user experience and creating the interaction design workflows.

Senior Interaction Designer

HP Inc.

July 2010 - July 2014 | Singapore



Lead a cross-function design effort to converge a web solutions across consumer and SMB inkjet printer product lines. Successfully implemented an initiative to redesign a responsive web solution, working closely with marketing, engineering, and other stakeholders to get design and brand alignment.

Adjunct Instructor

Temasek Polytechnic

June 2013 - July 2015 | Singapore



Developed contents and lectured the following modules:

DPD 2425 - Cognition and Usability,
DPD 3430 - Specialization in Design,
DPD 2433 - Design for Usability, and
DPD 2434 - Design for Experience.

Industrial Designer

OSIM International Ltd

September 2006 - July 2010 | Singapore



Provided strategic design direction for branding and marketing partners during the product definition process. Conducted multiple user studies to better understand the customer needs and expectations. Developed the interaction design experience, as well as the user interface designs.



AWARDS

Red Dot Design Award (2011)

uVenus, Mood Light Air Purifier

Lite-On Awards (2006)

Winner of Panel of Judge's Special Award

International Photoreal Design (2005)

International Top 10 Award

Electrolux'05: Imagine the Home in 2020

Design Finalists (out of 3058 entries)



PATENTS

Therapeutic Device

WO/2012/011869

Issued January 2012

Methods of Presenting Functions Performed by a Massaging Device

WO 2010/053457

Issued November 2009



SKILLS

Language Proficiency

English, Chinese, Malay

Software Knowledge

Adobe Illustrator, Adobe Photoshop, Axure,
Sketch, UXPin, Balsamiq, Alias Studio Tools, Visio,
Microsoft Office

Others

Class 3, 2A and 2B driving license



EDUCATION

National University of Singapore (NUS)

Bachelor of Arts (Hons), Industrial Design
Minor in Technopreneurship

2002 – 2006