DESIGN PORTFOLIO

# TAN WEI SHENG



#### ABOUT ME

#### UI/UX Front-end Web Developer

Hello, my name is Tan Wei Sheng, and I recently graduated from Singapore Management University (SMU), with a bachelor's degree in Information System. I specialise in web business development using technologies such as HTML5, CSS, JavaScript and others. I also create design works , and worked with several large companies in the past to provide cohesive web marketing campaigns for their company.

I have been a part of numerous web development projects throughout the years and can help your company to create a website from start to finish. A CORPORATE EVENTS COMPANY

## COHESION

SINGAPORE WEBSITE AWARDS

In this internship with Cohesion, I worked with the marketing team to develop Cohesion's digital branding. I completed a full revamp of Cohesion's website which resulted in a 400% increase in traffic. The website I developed was subsequently awarded commercial site of the month in the Singapore Website Awards (SWA). I was also awarded with an overall grade of excellent.



C • HESION

#### WHAT WE DO

At Cohesion, we deliver action-packed and exhilarating team building games for corporate staff to bond with their colleagues! Our activities and games allow participants to feel energised, rejuvenated and motivated to enhance teamwork and collaboration with each other. With events that focus on unleashing their innate creativity and intelligence, the activities can also form essential bonds that can be beneficial for the working environment!

We create successful team building activities and events from the ground up. Experience an exhilarating time with our arsenal of games ranging from Laser Tag, Archery Tag, Bubble Soccer and Sword Tag.



Blog

#### THE AUTHENTIC COHESION EXPERIENCE

Find out what makes our events special and in the meantime view our past events that demonstrates our passion in action.

#### PASSIONATE STAFF

A part of what makes the Cohesion brand are our roster of dedicated facilitators who will go the extra mile to make your event work.



#### A MULTI-ASSET TRADING PLATFORM

# HYDRAX

During my time at HydraX I developed a multilingual corporate website, which resulted in a 300% increase in visitor traffic. Using React.js and REST APIs, I also worked on features within their main product - a digital trading platform which enables users to monitor real-time cryptocurrency rates and stock quotes across different major exchanges across the world. My work in responsive page optimisation resulted in a 40% improvement in bounce rate for user signups

I also assisted the marketing team in Search Engine Optimization and multinational digital marketing campaigns, helping to develop and launch the website in Vietnamese as well as Bahasa Indonesian. It was a meaningful internship as I had the chance to experience different roles within the organisation and worked with many talented mentors.

Blog

## Introducing Sigma by Hydra X

Sigma is a multi-venue trading platform for tokens, stocks, FX, CFDs and more. Trading multiple asset classes just became simple.

Sign Up For Free











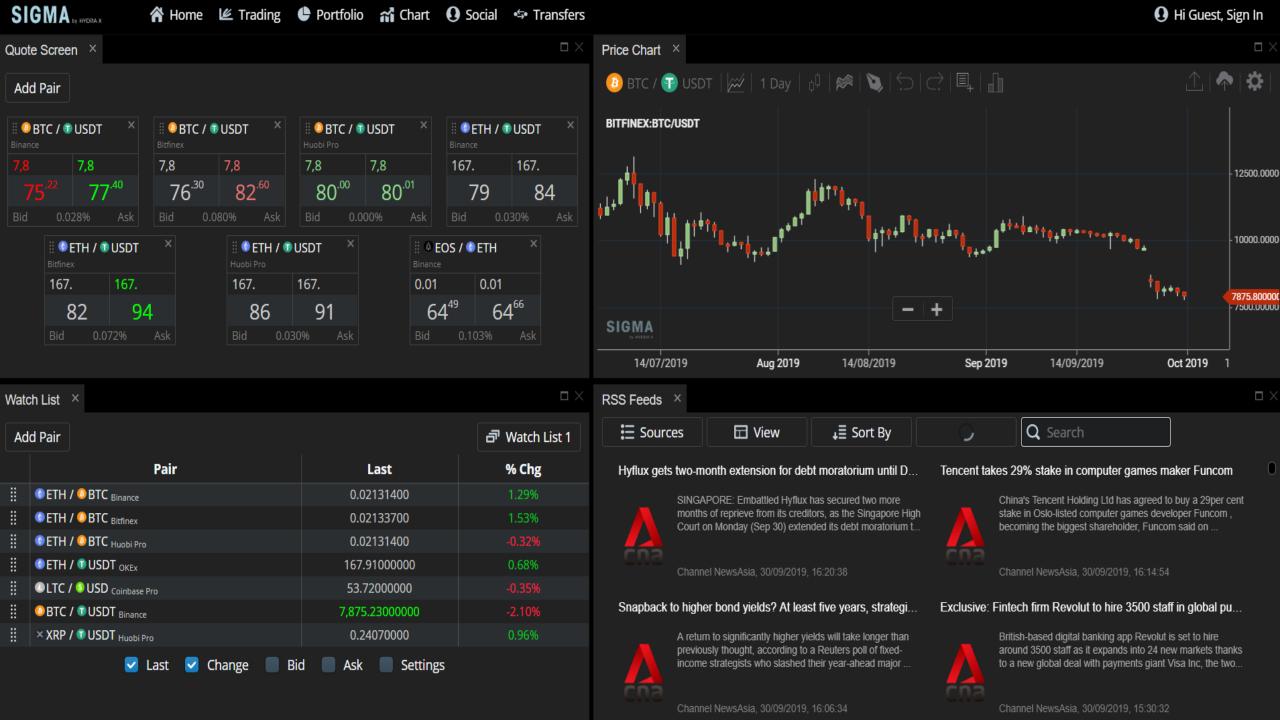












#### A JAPANESE CASUAL DINNING RESTAURANT

# KENBORU

I developed Kenboru's website and digital identity as part of a freelance engagement. The website has successfully resulted in a constant stream of mass orders for student camps in SMU.







#### JAPANESE RICE BOWLS

We specialise in healthy Japanese Western Fusion Bowls featuring premium proteins at affordable prices in an all rounder rice fusion rice bowl.

HONEY GLAZED TOFU



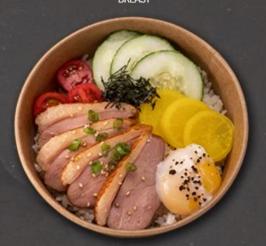
FLAMED CHICKEN THIGH

SMOKED SALMON MENTAIKO



TORCHED JAPANESE UNAGI

SMOKED DUCK BREAST





FLAMED

#### SCHOOL PROJECTS

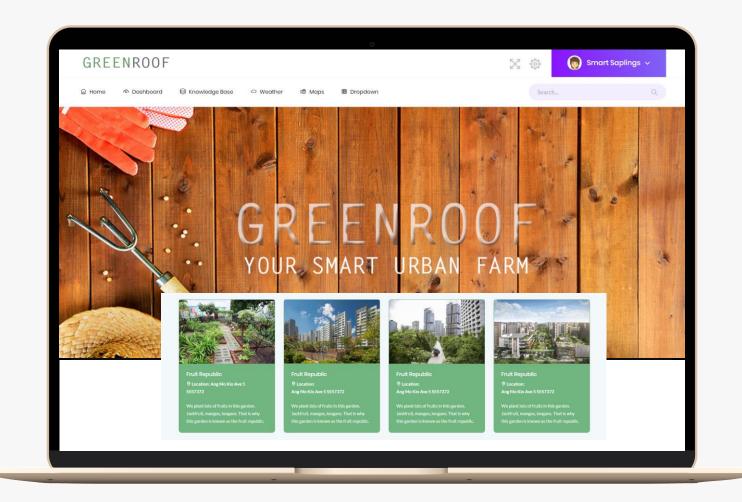
## UNI PROJECTS

During my four years in SMU, I was fortunate to be a part of many exciting projects. In the SAP SMU University Alliance Program my team was awarded with the Runner-up Award.

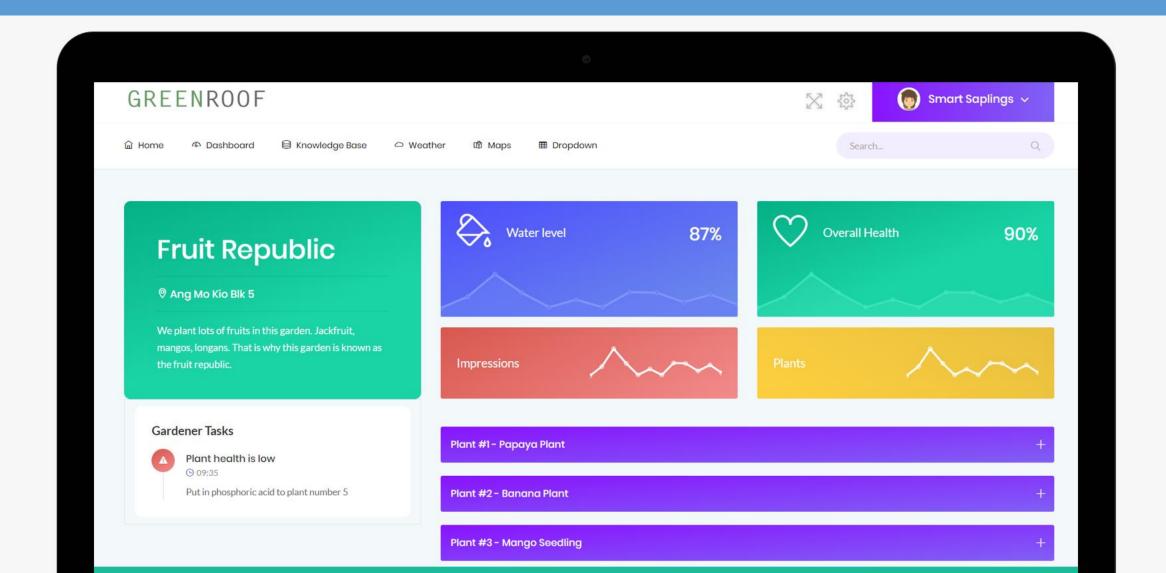
For my final year project, my team worked on a innovative preorder solution for my previous client, Kenboru. We clinched the best value for sponsor award.

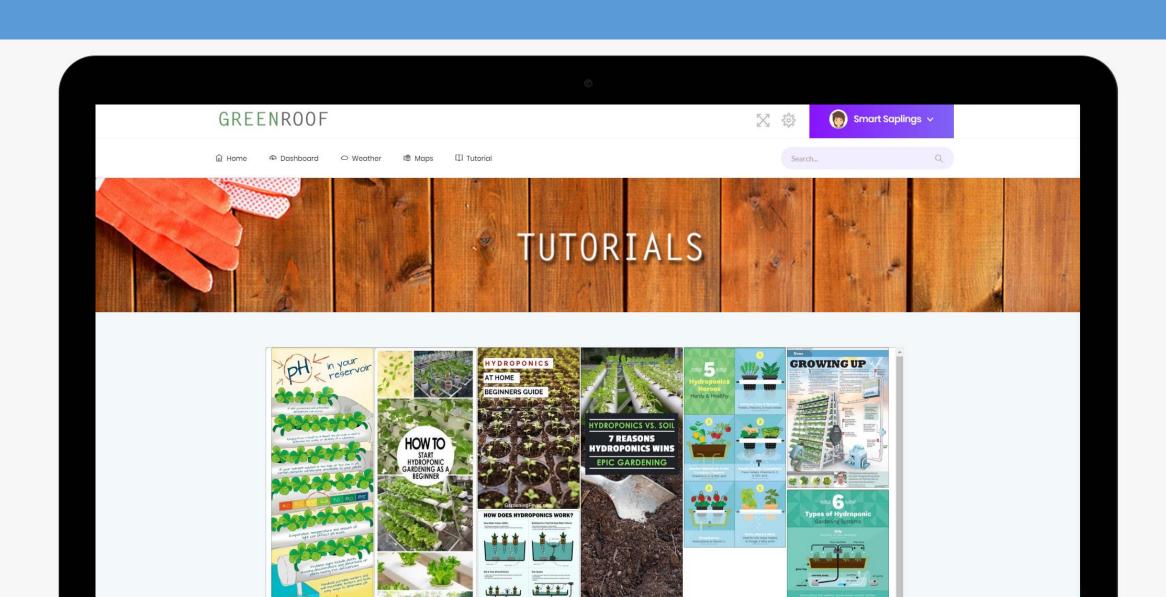
### GREENROOF

SMU X SAP PROJECT



#### INTELLIGENT DASHBOARD FOR SMART FARMING









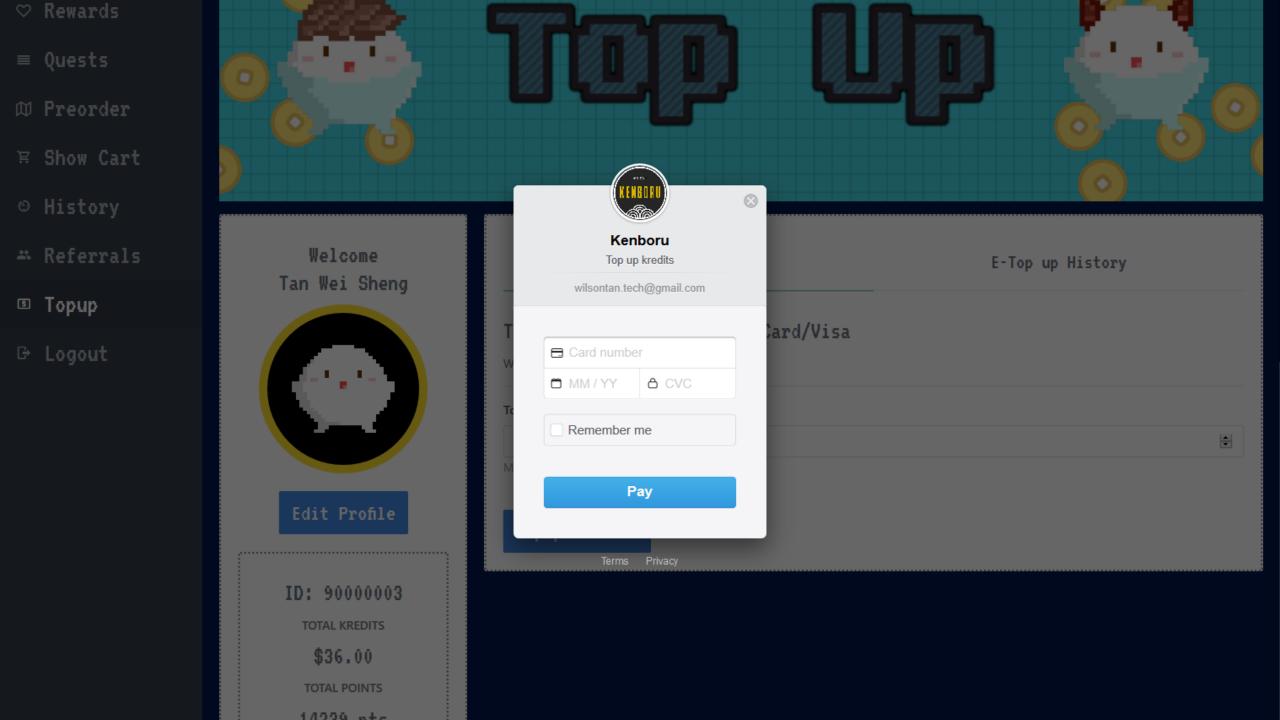


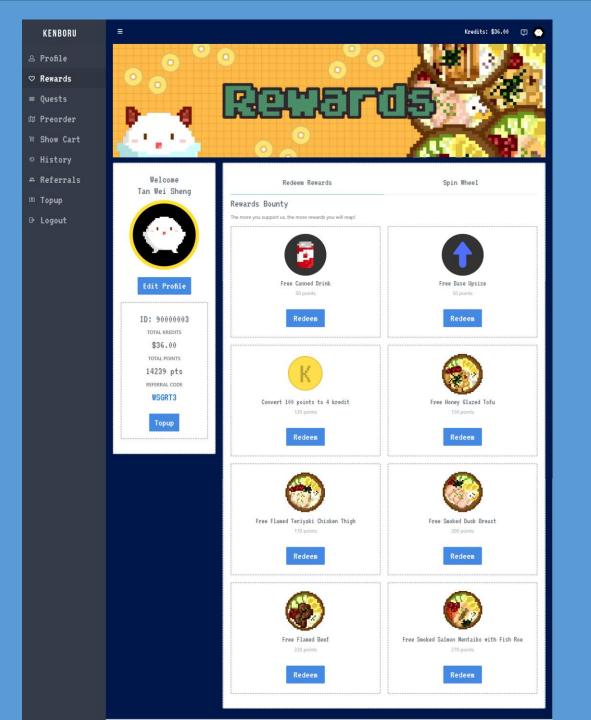
From the menu SPECIAL OFFERS

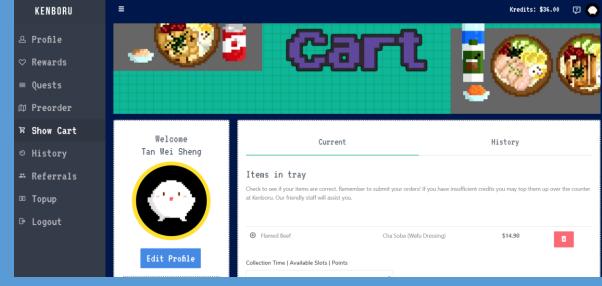
### IS480 FINAL YEAR PROJECT

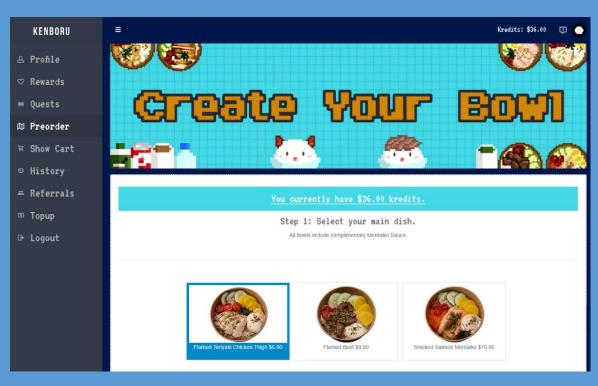
BEST VALUE FOR SPONSOR AWARD











# LIKE MY WORK?

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