

Zion Mok

Product Designer

My creative journey started at the age of 15 when I first tried painting. I feel incredibly fortunate to pursue my passion every day and I thrive on collaborating with others to bring projects to life. Outside of design, you can often find me reading, painting, or jogging to let my mind wander and spark new ideas. I'm excited to see where Big Magic leads me next.

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EXPERIENCE

The Frank Network, Singapore — *UI/UX Designer*

Aug 2024 - PRESENT

- Design System Development: Creating and maintaining scalable design systems to ensure visual consistency across products
- UI Design with Auto Layout: Leveraging Figma's auto layout feature to build responsive and adaptable interfaces
- Cross-functional Collaboration: Collaborating closely with developers to implement designs efficiently and maintain a smooth workflow

Mills Creative, Singapore — *Graphic Designer*

OCT 2023 - FEB 2024

- Conceptualised and executed impactful logo designs to visually represent brands
- Developed visually compelling key visuals (KVs) that effectively communicated campaign messages
- Designed professional print collateral, ensuring consistency and brand integrity across all materials
- Spearheaded the ideation process for pitches, contributing innovative concepts to enhance presentations and win new business opportunities

Inmarch Agency, Singapore — *Visual Designer*

MAY 2019 - JUNE 2020

- Assisted in UX Sprint workshops for cross-functional teams to understand users' journey
- Contributed to the development of impactful products and marketing materials based on user insights
- Collaborated with motion graphic designers to produce a series of informative animation for social media engagement

SKILLS

UX Workshop

UI/UX Design

Prototyping

Design Research

User Research

User Interview

IA, Userflow

Wireframing

Branding

Video Editing

HTML

CSS

EDUCATION

BA(Hons) in Design Communication, LASALLE College of the Arts — *BA (Hons)*

- Specialised in UX research and design, branding and visual communication

Diploma in Visual Communication, Nanyang Polytechnic School of Design — *Diploma*

- Specialised in Branding and Identity
- Top 10 in SGH 200th Anniversary Logo and Design Identity Contest
- Distinction in Co-Curriculum Participation (Leadership)

TOOLS

Figma

Illustrator

Photoshop

Premiere Pro

InDesign

Miro