

Proactive and self-motivated UX Designer merging Marketing and Art Curation backgrounds. Rooted in empathy, I excel in understanding user needs and delivering innovative, captivating designs. An avid learner with a keen interest in culture and technology, I continually seek new knowledge to enhance my design approach. Adaptable and open-minded, I thrive in diverse situations.

## TOP SKILLSETS

### UX Design (User Experience)

Expert in crafting user-centric designs by translating user insights into intuitive interfaces. Deliver exceptional user experiences through rigorous testing and iterative refinement.

### Design & Communication Skills

Collaborative designer with a strong aesthetic sense. Skilled in creating engaging visuals and driving cross-functional teamwork.

**UX/UI DESIGN SKILLS** User research • Information Architecture • Prototyping / Wireframing • Responsive design • Usability Testing • Basic HTML/CSS • Basic graphic animation **SOFT SKILLS** Empathic and User-centric • Creative thinking • Stakeholder management • Agile Methodology • Entrepreneurial spirit • Strategic thinking • Balancing stakeholder interests **DESIGN TOOLS** Figma • Figjam • Miro • Adobe Creative suite (Photoshop, Illustrator, Premiere Pro) • Wix Studio **COLLABORATION TOOLS** Microsoft Business • Google Suite • Asana • Slack • Notion

## RECENT PROJECTS

### Trip Trap Smart Cage System [Mastermark] • Project Manager *Ongoing*

Led cross-platform wildlife trapping app (desktop & mobile) development, integrating software & hardware for a seamless user experience. Ensured project alignment with business objectives with user needs.

### SustainaPLATE [GA Project] • UX Designer *Completed*

Conducted in-depth user research and data analysis to identify key pain points in food waste management, demonstrating strong analytical and problem-solving skills.

### THEBOOKSHOW Webstore Design [THEBOOKSHOW] • UI Designer *Completed*

Created a visually appealing and user-friendly e-commerce platform, demonstrating strong UI design and branding skills.

## EMPLOYMENT

### Senior Marketing Executive, Mastermark Pte Ltd (2020 - Present)

- Enhanced user experience through data-driven website redesigns, resulting in a 13% increase in website traffic and improved user engagement.
- Collaborated closely with cross-functional teams to develop and implement targeted marketing campaigns, driving a 10% increase in lead generation.
- Leveraged user insights to optimise customer journeys and inform product design decisions.
- Demonstrated strong project management skills by leading the successful implementation of productivity tools, fostering collaboration and efficiency within the team.
- Led the initiative to onboard employees onto productivity tools (OneDrive & SharePoint), ensuring a smooth transition and fostering collaborative work environments.

### **Co-Founder, THEBOOKSHOW** *(June 2013 - Present)*

- Successfully launched and managed a cultural enterprise, demonstrating strong entrepreneurial and leadership skills.
- Developed and executed marketing strategies to engage target audiences and drive revenue growth.
- Managed project budgets and resources efficiently to achieve business objectives.

### **COURSES**

**General Assembly (GA) SG** | UX Design Immersive *(2024)*

**Tertiary Infotech SG** | Applications Integration with Power Apps & Power Automate *(2023)*

### **EDUCATION**

**Goldsmiths University UK** | MA Creative & Cultural Entrepreneurship *(2018)*

**NTU, ADM SG** | BFA Digital Imaging & Photography *(2015)*