

Results-driven **Product Designer** with a unique blend of **marketing and creative arts expertise**. I excel at empathising with users to deliver innovative, impactful designs. With **4 years of experience**, I have leveraged my marketing and art curation expertise to develop a **strong understanding of user needs and design** principles. My passion for **learning and adaptability** allow me to thrive in diverse environments.

## Projects

### Trip Trap Smart Cage System | Mastermark

Ongoing

- Led the development of a **cross-platform** wildlife trapping app (desktop & mobile), seamlessly integrating software and hardware for a user-friendly experience.
- Conducted 15 in-depth **user interviews** and 2 rounds of **usability testing** to identify and address key pain points.
- Fostered strong **collaborative relationships** with external software and hardware engineers to ensure the product aligned with **user needs** and expectations.

### SustainaPLATE | General Assembly

May 2024

- Conducted rigorous **user research** and **data analysis** to identify key pain points in food waste management, demonstrating strong analytical and problem-solving skills.
- Created detailed **prototypes** and **wireframes** based on user research findings, ensuring that the final product aligned with user needs and business objectives.

### Online e-Commerce store | THEBOOKSHOW

June 2023

- Created a visually appealing and user-friendly e-Commerce platform, demonstrating strong **User Interface (UI) design** and branding skills.

## Work Experience

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

- Enhanced **user experience** through data-driven website redesigns, resulting in a **13% increase in website traffic**.
- Employed **Agile methodologies** to collaborate with cross-functional teams in developing and executing targeted marketing campaigns, driving a **10% increase in lead generation**.
- Leveraged user insights to optimise **customer journeys** and inform product design decisions.
- Led the initiative to onboard employees onto productivity tools (OneDrive & SharePoint), ensuring a smooth transition and increase productivity.

### Co-Founder, THEBOOKSHOW (Jun 2013 - Present)

- Founded and scaled a cultural enterprise to 5 markets by 2024, demonstrating strong **entrepreneurial** and **leadership** skills.
- Conceived and executed **creative marketing strategies** that effectively engaged target audiences and drove an **increase in website traffic** by 8%.
- Spearheaded the management of project budgets across 5 projects and optimised spending resulted in a 20% reduction in overall project costs while achieving **business objectives**.

## Soft Skills

### Product Design / UX Design

Expert in creating user-centered designs ensuring seamless and enjoyable user experiences.

### Graphic Design & Visual Communication

Experienced in creating graphics, logos, and user interface elements with a strong sense of aesthetics and, ensuring brand consistency.

### Business Acumen and User Focus

Proficient in aligning business objectives with user needs to drive product success. Skilled in translating market insights into actionable strategies.

## Education

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

**NTU, School of Art, Design, Media** SG (May 2015)  
BFA Digital Imaging & Photography

## Technical Skills



Figma



Photoshop



Illustrator



Adobe XD



InDesign



Premiere Pro

and more...

## Courses

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

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