

OBJECTIVE

A highly motivated and creative UI UX Researcher and Designer with 2 years of experience in researching, designing and evaluating interactive user interfaces and digital journeys for both the creative and financial industry. Skilled in UI/UX research and design, interactive design, virtual reality, and data visualisation. Seeking to leverage my skills and expertise to innovate UI/UX experience in a way that delights users and drives business growth.

EXPERTISE

- UI/UX Design & Research
- Prototyping
- Research Operations
- Project Management
- Interactive Design
- Web Design (includes HTML, CSS, etc)
- Virtual Reality (VR)
- Game Design
- Data Visualisation

SOFTWARE PROFICIENCY

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe AfterEffects
- Adobe XD
- Unreal Engine
- Unity
- Atom
- Arduino IDE
- CMS Platforms (Squarespace, Shopify, Wix)

CERTIFICATION

- Google UX Design Professional Certificate

EDUCATION

NANYANG TECHNOLOGICAL UNIVERSITY (NTU)

SCHOOL OF ART, DESIGN & MEDIA

Ba (Hons) in Design Art

(Interactive Design)

2017 - 2021 (Singapore)

EXPERIENCE

DBS BANK | UX RESEARCHER (2021 - PRESENT)

TRANSFORMATION GROUP -EXPERIENCE STRATEGY

- ★ UI/UX Research Specialist for Consumer Banking and Institutional Banking;
- ★ Collaborated with senior researchers to establish pioneer CX (Customer Experience) research framework and discovery across 5 DBS regional markets; managed 500+ user research and usability testing interviews across 45 performance cells to gather insights for extensive product research; contributing to strategic CX suggestions to improve DBS' products and services;
- ★ Managed all regional research and training operations for CX teams across the region; led and organised workshops for VP-level CX Leaders on CX discovery skills, prioritising the Voice of Customers;
- ★ Created multiple low-fidelity prototypes for bank portal revamps and oversaw A/B Testing to ensure successful publication for the portal's MVP1;
- ★ Curated content for Behavioural Science EDMs and built playbooks for CX workstreams to preserve technical knowledge and guide market application;
- ★ Actively contributed to the building and management of cross-functional top of the house dashboards that measures Negative Customer Impact bank-wide, providing live KPI metrics to senior stakeholders for 5 main client-facing support teams.

TUSITALA BOOKS | DESIGN MEDIA INTERN (2020)

SUMMER INTERNSHIP (10 WEEKS)

- ★ Spearheaded concept design, UI/UX design and Front-end web development for interactive storytelling websites (National Arts Council X Esplanade Cultural Initiatives);
- ★ Conducted A/B Testing sessions for Sorta Scary Singapore Stories (SSSS) VR page, providing technical adjustments and improvements.

UNIVERSITY INVOLVEMENT

★ **CENTERSTAGE**

(2017-2019) | CHAIRPERSON, PROGRAMMER

★ **27th CAC EXECUTIVE COMMITTEE**

(2018-2019) | SPECIAL PROJECT DIRECTOR

★ **POST ORIENTATION PARTY**

(2018-2019) | CHIEF PUBLICITY & PUBLICATIONS

★ **NTU ADM GRADUATION SHOW**

(2020-2021) | BUSINESS MANAGER