

Hi, I'm Leanna Teoh

UX designer • Curator • Marketer

tyfl@me.com
+65 9773 8700
leannateoh.com
LinkedIn

Passionate UX Designer merging Marketing and Art Curation backgrounds. Rooted in empathy, I excel in understanding user needs, delivering innovative designs that captivate and resonate.

Hard Skills

User experience design
User interface design
User research and testing
Prototyping / Wireframing
Project management
Responsive design
Usability Testing
Agile
Graphic Design

Soft Skills

Empathy and User-centric mindset
Creative problem solver
Adaptability and openness
Communication and interpersonal skills
Strategic thinking
Leadership and teamwork
Self-starter

Courses

General Assembly 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)

Top Skillsets

UX Design

- Proficient in understanding user needs and preferences for developing targeted communication strategies.
- Implemented feedback channels to enhance customer satisfaction and retention, emphasising a focus on user experience.

Project Management and Strategic Planning

- Demonstrated abilities in project management, strategic planning, and resource optimisation.
- Effective coordination of projects, task prioritisation, and results delivery within constraints.

Recent Projects

Willing Hearts Website Redesign [GA Project]

Revised user experience for volunteers and donors for the organisation

Trip Trap Smart Cage System [Mastermark]

Project managed the development of a smart cage desktop and mobile application, integrating software and hardware for wildlife trapping during employment at Mastermark.

Employment

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

- Led strategic communications initiatives to enhance brand visibility and engagement, demonstrating a keen understanding of user preferences.
- Designed and optimised websites using Wix platform, resulting in a significant increase in website traffic, highlighting expertise in web design and user experience enhancement.
- Implemented impactful marketing campaigns, driving higher lead generation and conversion rates, reflecting a user-centric approach to marketing strategy development.

Co-Founder, THEBOOKSHOW (June 2013 - Present)

- Orchestrated high-impact exhibitions such as A Different Reading (2022) and New Margins Exhibition/Book Launch (2018), drawing large crowds and fostering cultural exchange, demonstrating an eye for user engagement and experience.
- Designed and executed comprehensive content calendars across various platforms, driving heightened online engagement and expanding audience reach, showcasing proficiency in content strategy and user engagement.
- Managed marketing and publicity budgets effectively, optimising resources for cost-effective outcomes, demonstrating strong project management skills.

Tools

Figma • Figjam • Miro • Adobe Photoshop • Illustrator • Premiere Pro • Basic HTML/CSS • Microsoft Business • Wix Studio • Google Suite