

Proactive and self-motivated **UX/UI 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 in marketing and curating, I've leveraged my 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.

Top Skillsets

UX/UI Product Design

Expert in creating human-centred 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.

Technical Skills

Figma • Adobe CC Suite (Illustrator, Photoshop, XD etc) • Microsoft Office 365 • Jira • Confluence • Asana and more...



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.
- 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 (June 2013 - Present)

- 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 five projects and optimised spending resulted in a 20% reduction in overall project costs while achieving **business objectives**.

Courses

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

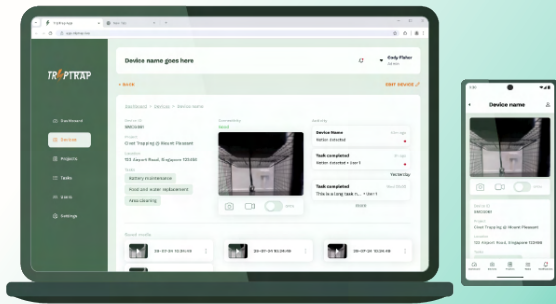
Tertiary Infotech SG | Applications Integration with Power Apps & Power Automate (2023)

Education

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

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

Recent Projects



[View Prototype](#)

UX Design

Trip Trap Smart Cage System | Mastermark

Ongoing Project

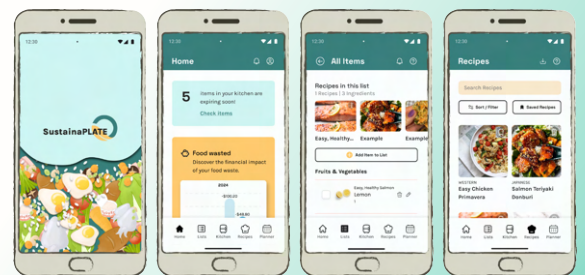
- Led the development of a **cross-platform** wildlife trapping app (desktop & mobile), seamlessly integrating software and hardware for a user-friendly experience.
- Conducted **15 in-depth user interviews** and **usability testing** to identify and address key pain points.
- Fostered strong collaborative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

UX Design

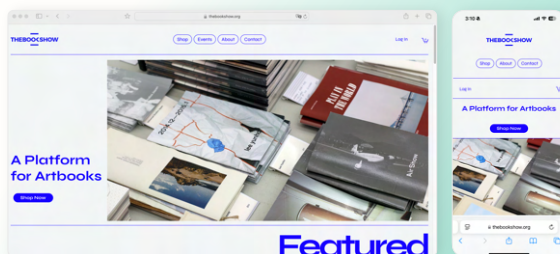
SustainaPLATE | General Assembly

Completed

- Conducted rigorous **user research** and **data analysis** to identify key pain points in household food waste management, demonstrating strong analytical and problem-solving skills.
- Created detailed **prototypes** with **low to high-fidelity wireframes** and built **design systems** from scratch, ensuring that the final product aligned with user needs and business expectations.



[View Prototype](#)



[View Live Site](#)

UI Design

Branding

Online e-Commerce store | THEBOOKSHOW

Completed

- Created a visually appealing and user-friendly online shopping platform that highlights art books.
- By adopting a **minimalist design approach**, I ensured the **focus remains on the product**, enhancing the overall user experience.