

## About me

A visual and product designer with 3.5 years of experience in producing and designing for in-house brands. Proven ability in effectively collaborating across teams in a fast-paced environment.

## Experience

### Origin Sleep Pte Ltd

Graphic Web Designer / Oct 2021 - April 2025

- Redesigned the brand's website experience to adapt to its multiple regional branches, working closely with business developers to craft an intuitive and effective user journey, resulting in a **40% increase in online conversion rates** of our Australian branch, and a **15% increase** of our Singapore branch.
- Produced from start-to-finish in-house product shoots, from planning shots to providing art direction, photo touch-ups and designing product pages on brand's website.
- Established a region-specific packaging system spanning multiple products, driving efficiency for the procurement team and strengthening brand's identity.

### FACTORY

Graphic Design Intern / Jan 2021 - May 2021

- Created graphics for New World's End - an immersive art experience & audio tour organized by OH! Open House, amassing **1,000+ bookings** on Klook with a review of **4.9 stars** across 500+ reviews.
- Illustrated engaging visuals for +65 - an annual journal published by the Founder's Memorial, National Heritage Board of Singapore.

### But Hoa Magazine

Freelance Illustrator / 2012 - 2014

- Produced illustrations for stories published in the magazine, spanning around 100+ issues.

## Projects

### Spender

A customizable finance SaaS for complex expense tracking needs.

- Designed Spender from early wireframes to high-fidelity UI, conducting user interviews to shape core expense-tracking flow. Collaborated closely with the developer to refine features, build interfaces, and support implementation.

### A year of Boo love | <https://boo.anythingbut.me>

Immersive website showcasing a K-pop's idol's 2021 achievements

- Led a team of 3 designers to create a website that became popular in the fan community with **3,000+ site visits** in the first week, **3,500+ community engagement** in the form of posts, likes, and reposts.

## Education

### Nanyang Academy of Fine Arts

Diploma in Graphic Communications, Dean's List AY 2018 & 2021

## Skills

- Web application design
- Information architecture
- Wireframing
- Prototyping
- User interviews
- Brand identity
- Motion design
- Figma
- Adobe Creative Suite
- HTML/CSS fundamentals