

Multidisciplinary Brand and UX/UI Designer translating research, strategy, and human behaviour into meaningful experiences.

Education.

Specialist Diploma in Applied Psychology and Business Insights

Temasek Polytechnic
2026 - Present

Studying behavioural science and statistics, behavioural diagnosis and the application of behavioural insights to communication, services, and experience design.

Specialist Diploma in User Experience (UX) and Digital Product Design

Singapore Polytechnic
2023 - 2024

*Projects include:
SCDF MyResponder, POSB App (Senior Mode), Absolute Boutique Fitness, Garmin Connect and Thai Boat Noodles.*

(BA) Hons in Communication Design and Applied Arts

Glasgow School of Arts Singapore
2019 - 2021

Licenses & Certifications.

Advanced Digital Marketing Analytics (Google Analytics)

Equinet Academy
Issued: Apr 2026

Certified Scrum Product Owner®

Scrum Alliance
Issued: Feb 2025, Exp: 2027

Digital Product and UX Design

Singapore Polytechnic
Issued: Feb 2024

Experience.

Tangible Pte Ltd / Senior Brand Designer, UX/UI

Singapore, Full-Time
Mar 2022 - June 2026

- Lead projects and collaborate with consultants and stakeholders to enhance branding and quality impact
- Oversees the digital offerings in Tangible at these touchpoints: UI/UX, Websites, and Testing, to guarantee that designs meet business objectives.
- Utilise Google Analytics to drive client goals and stakeholder management effectively
- Projects led: NUS The Ridge, Kaban Hotel & Casino (PH), Boracay Central (PH), BCA, Woh Hup, PCSS

Chemistry Team / Design Researcher

Singapore and Amsterdam, Freelance
Aug 2021 - Nov 2021

- Conducted UX research for different design schools in different countries based on economy, history, education systems, and politics.
- Contributor of the launch of the Singapore Design 2035 Masterplan.

OTWO Pte Ltd / Graphic Designer

Singapore, Full-Time
Jul 2018 - Jul 2019

- Rebranded corporate visual identity, including presentation decks, model decks, and a full website overhaul.
- Drove business development and brand equity for OTWO through strategic BNI engagement, design initiatives, and professional networking to accelerate client acquisition.
- Executed high-value projects for premier clients (MUFG, Lagardère, Declout) and major corporate events.

Eureka! Campaign Associates / Jr. Graphic Designer

Singapore, Full-Time
Jul 2017 - Dec 2017

- Collaborated with Creative Directors and Sales to develop high-conversion pitch decks, leading to multiple high-value project wins.
- Single-handedly won competitive pitches for major accounts, including ASEAN MTWG 2017, STB Travel Agents Forum 2017, MDAS Conference 2017, and MPA Family Day.
- Exclusively managed execution and client relations for marquee accounts like GovTech (DnD), NLB, Novartis, SNEC, and the ALA Assembly 2018.