

I believe good design should feel effortless—even when the problem isn't. I enjoy untangling complex systems, designing intuitive experiences and sweating the little details that most people never notice (but definitely feel).



Education

- **Nanyang Technological University** – Bachelor of Fine Arts, Majoring in Visual Communication (2017), Second Upper Class Honors
- **Singapore Polytechnic** – Diploma in Creative Media Design (2012)

Experience

- **2025 – Present: LOVEWAVES** – Founder: Founded and grew a creative experience brand specialising in interactive video guestbooks. Led product development, brand strategy, customer experience and end-to-end business operations.
- **2019 – 2024: ACCENTURE SONG** – *Visual Design Consultant*: Designed and delivered user-centred digital experiences for government agencies, collaborating with cross-functional teams from discovery through implementation. Contributed across UX strategy, interaction design, design systems, prototyping, usability testing, and visual design.
- **2018 – 2019: LAZADA SINGAPORE** – *Regional Graphic Designer*: Designed regional digital campaigns and contributed to improving the homepage-to-product journey through layout, visual optimisation and branding guidelines across Southeast Asia.

Expertise

Design

- User Experience (UX)
- User Interface (UI)
- Interaction Design
- Design Systems
- Wireframing & Prototyping
- Information Architecture
- Visual Design

Collaboration

- Cross-functional Collaboration
- Stakeholder Management
- Design Workshops
- Design Documentation
- Developer Handoff

Tools

- Figma
- Sketch
- Capcut
- Adobe Creative Suite (Illustrator, Photoshop, InDesign)