

EXPERIENCE

● QUANTUM, IRVINE

Ux/UI DESIGNER | July 2015 – Present

- Responsible for UI design decisions to create visually stimulating and delightful designs such as product lifecycles and new product launch, and reference architect of solutions verticals.
- Create all sketches, wireframes and mock ups to communicate user flows and interactions to stakeholders, segment managers and marketing team.
- Deliver annotated wireframe to development in order to enhance communication. Designed pixel-perfect visual design for user interface elements with branded guidelines
- Collaborate with Episerver CMS developers to create digital content pages on a platform that leads to higher engagement, better lead generation and increased conversions.
- Design marketing collaterals such as web banner ads, booth, posters and evites for Marketing and Sales events and Tradeshow

● CALANCE, BUENA PARK

SENIOR WEB DESIGNER + Ux/UI DESIGNER | May 2009 - July 2015

- Lead designer for creating the flow of “Build my Kubota” on mobile experience for our high profile client, Kubota Tractor Corporation.
- Responsible for the redesign of Isuzu Engines site from concept to execution.
- Responsible for designing the look and feel for all graphical user interface elements, such as visual layouts, icons, color schemes, and typography, for websites, and in-house marketing collaterals.

● GRUBB & ELLIS, TUSTIN

WEB MARKETING SPECIALIST | November 2006 - April 2009

Executed rebranding efforts across platforms, including marketing collateral, corporate websites, and internal branding guidelines. Designed interface, managed content and provided web support for multiple corporate websites.

● CALIBER MEDIA GROUP, NEWPORT BEACH

GRAPHIC AND WEB DESIGNER | April 2006 - October 2006

Collaborated with the Creative Director on designing and implementing client print and web projects. Created and developed web layout pages for websites of iLuxcars and Lucrece.

● BIG TRAIN, FOOTHILL RANGH

FREELANCE DESIGNER | November 2005 – March 2006

Conceptualized and executed all print collateral for Food & Beverage industry. Involved in designing and marketing the new promotional launch of ‘Lite Blended Coffee.’

● GENERAL ASSEMBLY OF THE TRUE JESUS CHURCH, ANAHEIM

ART DIRECTOR + WEB DESIGNER

Art directed branding campaign for the organization across worldwide locations. Revamped and launched the church’s official website (www.tjc.org).

● LEO BURNETT ADVERTISING PTE LTD, SINGAPORE

ART DIRECTOR + GRAPHIC DESIGNER

Collaborated with the Design Director to establish the design department, Leo Design. Created and executed design briefs for clients that included McDonald’s, Singapore Tourism Board, Singapore Telecom, Hewlett Packard and Singapore Air Force. Directed a TV commercial shoot for Walt Disney Company in Bangkok, Thailand.

TOOLS

ADOBE PHOTOSHOP
ILLUSTRATOR
AXURE
SKETCH
INDESIGN
WORDPRESS
BOOTSTRAP
KEYNOTE
HTML, CSS, PHP

SKILLS

VISUAL DESIGN
CAMPAIGN BRANDING
HIGH FIDELITY DESIGN
WIREFRAMING
USER RESEARCH
USABILITY TESTING
PERSONA

EDUCATION

GLASGOW SCHOOL OF ART,
SCOTLAND, U.K.

BA (Hons) | September 1997

SINGAPORE POLYTECHNIC,
SINGAPORE

Diploma | May 1992

INTERESTS

PHOTOGRAPHY
SKETCHING/DRAWING
TENNIS
BARRE FITNESS CLASS
COOKING
MUSICALS