

Siân Ng

User Experience Designer & Marketer



sansian@gmail.com



www.siannng.com



WORK EXPERIENCE

Oct. 2016 - Current

ZALORA South-East Asia

User Experience Designer

Responsible for UX research and design.

Oct. 2015 - Sep. 2016

Freelance

User Experience Designer & Marketing Consultant

Worked with startups and listed company for their UX and marketing needs.

Feb. 2014 - Oct. 2015

Intuit, Inc.

Marketing Manager

Doubled regional customer base by developing Go-To-Market strategies and lean experimentation plans. Designated Customer Champion responsible for user research. Conducted Lean Startup and product innovation workshops in Singapore and rural communities in India.

Nov. 2012 - Feb. 2014

Associate Marketing Manager

Managed user acquisition through online and retail channels. Improved onboarding experience for trial users, driving higher conversions.

Mar. 2012 - Oct. 2012

Pioneer Associates

Tax Consultant

Jan. 2008 - Jan. 2010

KhattarWong

Legal Executive



EDUCATION

Feb. 2014 - Oct. 2015

General Assembly Singapore

User Experience Design Immersive

Jan. 2010 - Jan 2012

ACCA

Professional Finance Qualification

Oct. 2005 - Oct. 2007

University of Bristol, UK

MA in Legal Studies

Oct. 2002 - Oct. 2005

University of Southampton, UK

BSc in Accounting and Finance



SUMMARY

I'm a User Experience (UX) Designer for mobile apps, websites, and services.

I design effective, evidence-based solutions, aligning user needs and business objectives. Blending marketing, I optimise opportunities for user acquisition, activation, and retention.



CORE SKILLS

User Research
Rapid Prototyping
Usability Testing
User Interface Design
Information Architecture
Service Design
Marketing Strategy
Social Media Marketing
Email Marketing
Event Marketing
Copywriting
Lean Startup Methodology



TOOLS

Sketch App
OmniGraffle
Hype
InVision
Keynote
Pencil & Paper



CERTIFICATIONS

IDEO Design Kit: Course for Human-Centred Design (2015)
IDEO Design Kit: Prototyping (2015)