

Siân Ng

User Experience Researcher & Designer



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WORK EXPERIENCE

Oct. 2016 - Current

ZALORA

User Experience Designer

A UX team of one, responsible for all UX research, design, and usability testing on 4 platforms (web, web mobile, iOS, Android) in 5 markets (Singapore, Malaysia, Hong Kong, Philippines, Indonesia).

- Launched ZALORA Experience Labs (user research panel) in 5 markets
- Trained staff in 5 markets on user research and usability testing
- Product managed and designed guest checkout feature on web mobile
- Led ideation sessions, design reviews

Oct. 2015 - Sep. 2016

Ikigai Consulting (Freelance)

User Experience Designer & Marketing Consultant

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

Feb. 2014 - Oct. 2015

Intuit, Inc.

Marketing Manager (promoted from Associate level after 1 year)

Mar. 2012 - Oct. 2012

Pioneer Associates

Tax Consultant

Jan. 2008 - Jan. 2010

KhattarWong

Legal Executive



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.



CORE SKILLS

User Research
Rapid Prototyping
Usability Testing
User Interface Design
Service Design
Product Management
Workshop Facilitation
Lean Startup Methodology



TOOLS

Sketch App
Figma
OmniGraffle
InVision
Keynote
Pencil & Paper



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



CERTIFICATIONS

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