

# Siân Ng

## User Experience Researcher & Designer



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www.siannng.com



## WORK EXPERIENCE

Oct. 2016 - Current

### ZALORA

#### User Experience Researcher-Designer

A UX team of one, responsible for all UX research, design, and usability testing on 4 platforms (web, mobile web, 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 manager/designer for mobile web guest checkout
- Led ideation sessions, design reviews
- Created design principles, implemented UX metrics framework

Oct. 2015 - Sep. 2016

### Ikigai Consulting (Freelance)

#### User Experience Designer & Marketing Consultant

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



## 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

User Experience researcher and 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  
Product Management  
Copywriting  
Service Design  
Workshop Facilitation  
Lean Startup Methodology



## TOOLS

Sketch App  
Figma  
OmniGraffle  
InVision  
Keynote / PowerPoint  
Pencil & Paper



## CERTIFICATIONS

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