



ABOUT ME

My Name Is Jacinda, I'm very passionate about creating user-friendly interface as I find it intriguing to understand how people interacts with products and behaviour. Last but not least, I love to ideate interesting ideas and modify them to great designs!

CONTACT



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Bedok, Singapore

SKILLS

Figma

Sketch

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Premiere Pro

Hidden Skills

Rhinoceros 3D

Keyshot

Jacinda Lau

Senior UX/UI Designer



Web Portfolio

jacindesign.com

WORK EXPERIENCES



Senior
UX/UI Designer/
Team Lead
(Jul 2022 - **Current**)

OSIM International Pte Ltd

Still leading the design team, conducting design workshops and develop design system as well as creating main product design architecture.



UI/UX Designer/
Team Lead
(Sep 2020- Jun 2022)

OSIM International Pte Ltd

Designed various products from end to end process, from UX workflows to UI designs. In addition, leading the design team to become more organised and ux oriented team.



UX/UI Designer
(Apr 2019 - Jul 2020)

Butleric Pte Ltd

Ability to multi task in various roles, from creating wireframes, to UI to web and to designing social media graphics.



UI/UX Designer
Intern
(May 2018 - Aug 2018)

Trusted Source Pte Ltd

Create wireframes, implementing it into apps and web. Research on F&F and User behaviour, turning them into actionable user experience concepts.



Handbag Designer
Intern
(Aug 2016 - Oct 2016)

Craftmark Pte Ltd

Construct Prototypes, Conduct Customer research and assist design lead to innovate new range of handbag designs.

EDUCATION



Lasalle College of
the Arts
(Apr 2017 - May 2019)

BA (Hons) Product Design Upper 2nd Div.

Specialised in in depth design thinking while designing physical products from end to end experience as well as the aesthetics of the products.



Temasek Polytechnic
(Apr 2015 - Mar 2017)

Product & Industrial Design

Specialised in designing physical products from end to end experience as well as the aesthetics of the products.