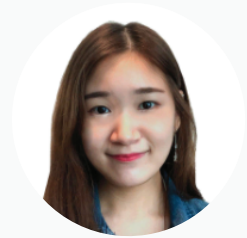


Jacinda Lau



SENIOR UIUX DESIGNER



PHONE
+65 8388 3539



EMAIL
jacindesign@gmail.com



WEBSITE
jacindesign.com



ADDRESS
Simei, Singapore

PROFILE INFO

Why hire three designers, when you can hire me?

With 7+ years in UI/UX, marketing, and web design, I bring the impact of a full creative team, crafting intuitive experiences and end-to-end solutions that align user needs with business goals.

MY WORK EXPERIENCE

SEP 2020 - PRESENT
SENIOR UI & UX DESIGNER
OSIM International Pte Ltd

Experienced in designing end-to-end UX flows and translating them into intuitive UI. Led the UI/UX team and facilitated design workshops to align product direction with business goals.

APR 2019 - JUL 2020
UI & UX DESIGNER
Butleric Pte Ltd

Designed UI/UX across mobile, POS, and web platforms, managing the full process from research to implementation, while adapting across roles and balancing analytical thinking with creative execution.

MAY 2018 - AUG 2018
UI & UX DESIGNER
Trusted Source Pte Ltd

Supported the UI/UX lead in wireframing and translating designs into app and web interfaces. Conducted A/B testing and UX research to improve usability and ensure a more user-centric product.

MY EDUCATION

APR 2015 - MAR 2017
PRODUCT & INDUSTRIAL DESIGN
Temasek Polytechnic

APR 2017 - MAY 2019
BA (HONS) PRODUCT DESIGN UPPER 2ND DIV.
Lasalle College of the Arts

MY SKILLS

UI/UX:

Figma, Adobe XD, Sketch

Visual Design:

Photoshop, Illustrator, After Effects, Premiere Pro

3D Design:

Keyshot, Cinema 4D, Rhinoceros 3D

Web Design:

Webflow

Exploring:

Spline and Python (Basic)

Awards



CGD 2022 – Gold Award

uDiva Smart Massage Sofa with App Integration (OSIM)

Led redesign of OSIM's smart massage chair app, reducing user onboarding time by 30% and contributing to CGD 2022 Gold Award win.