



# Wong Zhe Ruo

Always a work in progress

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## EXPERIENCE

### IBM/Defense Science and Technology Agency (DSTA), UX Designer

Feb 2021 - Present, Singapore

Designed, prototyped, and usability tested a bespoke HR management system. Reviewed vendors' UX activities for OneNS (a superapp for NS) which included user research, concepting, interaction model, detailed mid-fidelity screens, and usability testing. Assessed web and physical booth products in the organisation and refreshed their designs.

### The Woof Agency/Pawjourn, UI/UX Designer

Dec 2019 - Mar 2020, Singapore

Spearheaded and designed the company's new web application for pet influencers from UI to prototyping. Developed the branding and visual design for a new product, Pawjourn.

### Riviera Events/Stelliers, Assistant Marketing Manager

Sept 2018 - June 2019, Shanghai

Executed the redesign of Stelliers' two websites (Riviera's sister company) during its rebranding. In-house designer for key visuals used in Riviera's marketing collateral.

### Konpeiteru, Self-run merchandising

May 2016 - 2019, International

Illustrated and manufactured multiple batches of merchandise sold online, with the most successful product raising SGD2,000 in revenue. Hosted a fan artbook, managing 23 artists and authors that made about SGD8,000 in revenue.

## EDUCATION

### Designlab, UX Academy

May 2020 - Nov 2020

### National University of Singapore

Aug 2016 - May 2020

Bachelor of Business Administration (Accountancy)

NUS Overseas College (Shanghai)

University Town College Programme (Residential College 4)

## SKILLS

User Interviews

Personas

User flows, Journey mapping

Service blueprinting

IA (basic), Sitemapping

UI Design, Wireframing

Rapid Prototyping

Usability testing

UX teardowns

Illustration

## TOOLS

Figma

Invision Studio

Adobe Photoshop, Illustrator

Clip Studio Paint

## ACHIEVEMENTS

Startathon (ideasinc)

Oct 2017

First runner up

## VOLUNTEER

Climate Hack Skillslab

Workshop Facilitator

May 2021

Prototyping with Figma 101

Innovashen hackathon

Design/Branding Co-lead

Jun 2019

Planned by NUS Overseas

College (Shanghai)