

# j.min

## contacts

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## skills

### Design

Information Architecture

User Flows

Low to High Fidelity Design

Prototyping

Branding, Identity Design

Animation

Copywriting

### Software

Figma, Sketch

Adobe Illustrator, Photoshop, Indesign, After Effects, Xd

Webflow, Wix, Wordpress

Notion, Jira, Asana

## languages

### Programming

HTML

CSS, SaSS

JS, ReactJS

### Spoken & written

English

Chinese

Malay

## work experience

### Touch 'n Go Digital Sr. Product Designer Feb '23 – Present

- Focus on eWallet's core features such as onboarding, fund transfer, security, mobility and growth. I work closely with product managers and copywriters to finalise product requirements and create Ui/Ux flows.
- Analyse data for product performance, potential enhancement areas; prepare prototype and questions together with UX researcher for user research such as surveys, user interviews and usability testing.

### MoneyLion Product Designer Nov '21 – Nov '22

- Focus on **MoneyLion's** onboarding and growth features, I work closely with product owners and product managers to prepare various flows for A/B tests and create imagery for new features.
- Prepare prototype and conduct guerilla interviews for new feature release.

### Snappymob Ui/Ux Designer Oct '19 – Feb '23

- Oversee and review other design team member's work in weekly design reviews; conduct interviews and hire new members for our design team
- Designed the website for **Caijin** – a Chinese financial podcast platform. We had regular stand-ups with the client until the website launched.
- Designed and launched **Betacard** – a digital business card creation SaaS product from scratch, from branding, marketing, pitch decks to Ui/Ux. I worked closely with the founders, in-house development team and led junior designers on marketing and design collaterals.

### Freelance Design + Web Development Oct '19 – Jul '23

- Worked with a team of volunteer doctors to create a website for **NobleDr+**. Listen to their needs and requirements, create wireframe, hi-fi prototype to web development in Webflow.
- Revamp the branding and Ui/Ux for **Soapp** – a chat and scheduling app. Worked closely with other designers, developers and founders to improve on weak points.

### 3nity Designer Feb '15 – Sept '18

- Worked and led on **Tamarind Square's** wayfinding + environmental graphics project with a team of designers.
- Designed promotional collaterals for **Man&God** – a curated experience that combines art and spirituality exhibited in multiple countries such as Thailand,

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- **So+Co** Intern + Jr. Graphic Designer      Sept - Nov '13; Jun - Nov '14
  - Created branding and promotional collaterals for various brands.
  - Prepared pitch decks and learnt marketing strategy for collaboration with non-profit organizations with for-profit businesses.
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## education

### **The One Academy**

May 10, 2010 - May 7, 2014

Foundation in Communication Design, BA (HONS) Graphic Design & Illustration

### **Next Academy**

Oct 18, 2018 - Jan 4, 2019

Full Stack Web Development Bootcamp