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d. 29 September 1998



Karen Gan

Experience Designer

A designer with a background in communications, I tell stories through products, interfaces, and experiences. I believe that great design marries visual intelligence with emotional resonance. I have a flair for turning data and ideas into delightful experiences that move — and maybe flutter a heart or two.

One of my favourite moments?
Seeing people light up when they interact with something I've poured my heart into.

Let's work together.



education.

Bachelor of Arts, Industrial Design
National University of Singapore

2018 – 2022

Honours (Highest Distinction), CAP: 4.70/5.00
Dean's List in AY 19/20

Diploma, Media and Communication
Singapore Polytechnic

2015 – 2018

Diploma with Merit (Top 10%), GPA: 3.72/4.00
Director's Honour Roll in AY15/16/17

work.

Dyson
Experience Designer – APAC

Jan 2023 – Oct 2024

Developed end-to-end design solutions for Dyson e-commerce and CRM platforms, collaborating closely with global teams to balance business goals and user needs. Delivered intuitive interfaces, strategic user journeys, and cohesive asset libraries. Led user research to inform design decisions, translating data into actionable steps. Optimised digital experiences by identifying trends and conducting A/B testing.

STUCK Design
Experience Designer

Oct 2022 – Dec 2022

Managed UI/UX and creative content for Peekabook, an award-winning app that redefines children's books. Crafted immersive narratives and meaningful interactions that enrich their learning. Built brand storytelling through compelling visual assets, dynamic animations, and engaging copywriting.

Freelance
Designer & Illustrator

Jun 2020 – Jan 2022

Engaged to work on design projects, branding, and commissioned artworks for companies like Strive Marketing, a tech startup, and Whiskdom, a growing bakery.

NUS Information Technology
UI/UX Design Assistant

May 2020 – Oct 2020

Enhanced mobile and web experiences through a human-centred approach. Key initiatives included streamlining the NUS online application forms and portal for improved usability, and designing innovative game interfaces for elective modules to foster effective learning environments.

Wild Advertising & Marketing
Creative

Sep 2017 – May 2018

Strategised the art direction and created branded content for high-profile clients, including eBay, Drypers, Central Provident Fund, and Eu Yan Sang. Coordinated with cross-functional teams to deliver impactful solutions that brought campaigns to life.

skills.

- Collaboration
- Detail-oriented
- Organisation
- Problem-solving
- Storytelling



Figma



Sketch



Illustrator



Photoshop



Adobe CC