

# NG WENXIN

PORTFOLIO: NGWENXIN.COM



I believe in using design to connect spiritually & emotionally with people & these come with the importance of details and datapoints. I aim to bring delight. The expressions in most of my works come from interactions, experiences & user influences.

+65 9298 9277  
WNXN.NG@GMAIL.COM

## CREATIVE SKILLS

DESIGN THINKING  
USER RESEARCH  
USER INTERFACE DESIGN  
USER FLOWS

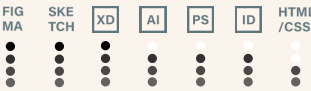
CUSTOMER JOURNEY  
WIREFRAMING  
UX PROTOTYPING  
USER TESTINGS

MODEL MAKING  
AUTO-CAD  
3D PRINTING  
CNC

PHOTOGRAPHY  
WEB GRAPHICS & GIFS  
VIDEO EDITING  
PRINTED GRAPHICS

## TOOLS

### 2D DESIGN



### AUTOCAD & RENDER



### OTHER SKILLS

ZEPLIN, INVISION, JIRA, TRELLO, CONFLUENCE, MICROSOFT, TEAMBITION ETC.

## DESIGN EXPERIENCE

**2022 EXPERIENCE DESIGN DIRECTOR @ TBWA\SG**  
January 2022 - November 2022  
Lead & Manage the Experience Design Team, also part of TBWA Innovation Strategises and pitch for new businesses, manage clients, plan and execute UX projects

**2022 SENIOR UED MANAGER @ LAZADA**  
January 2022 - November 2022  
Lead & Manage Digital Services domain within Lazada Design Studio. Plan and lead strategic directions within and out of domain, manage O2O (online to offline experience), cross-service experience (Lazpay & Wallets).  
Coordinate and work closely with Business Teams, Product and Tech, as well as closely with country PICs. End-to-end product journey, from planning & research down to testings, executions, launch and evaluation




**2020 UX MANAGER, LEAD @ HANDSHAKES, DC FRONTIERS**  
April 2020 - December 2021  
Lead the direction of UX team, design standardisation and educate stakeholders on the Product & UX Process. Established the UX Process, Product Process for the organisation  
Spearheaded Product Transformation of ScoutAsia and planned the project roadmap for product team Project prioritisation planning and management

**2017 SENIOR UI/UX DESIGN CONSULTANT @ GeTS ASIA, CRIMSONLOGIC**  
December 2017 - April 2020  
Collaborate and work closely with Marketing, Sales teams and Product owners, as well as the CEO.  
User Experiences and User Interface for systems and applications, GeTS Plenary Designer, Marketing events' designs, presentations, videos, channel marketing design etc.

**2015 LEAD DESIGNER @ GIOSIS PTE LTD, Qoo10 (GMARKET)**  
September 2015 - November 2017  
Lead the Design Team for Events & Category Marketing Design and build campaign pages and monthly Qoo10Day, Supersales, Black Friday and category marketing pages.  
Ensure design standard and consistency across team Partake in Online and Offline design, external advertising, channel-marketing design

**2014 FREELANCE DESIGNER**  
June 2014 - June 2015  
Branding, Logos, Signboards, Direction Road Signs, Cap Design

**GRADUATED: NATIONAL UNIVERSITY OF SINGAPORE, INDUSTRIAL DESIGN (NUS)**  
August 2012 - June 2015  
Bachelor of Arts (With Honours), Industrial Design

**2012 STUDENT EXCHANGE PROGRAMME BY NUS: ECAL CANTONALE D'ART DE LAUSANNE (ECAL) @ LAUSANNE, SWITZERLAND INDUSTRIAL DESIGN**  
February - July 2014  
  
  
  
- 3D Print: Sunglasses  
- Photography on expression  
- Exhibit Design Structure with Fragnere Philippe Photography  
- Exploration Design with Pierre Charpin

*"Be better than you were yesterday."*

## OTHER VALUABLE EXPERIENCE

**VOLUNTEERING @CRIMSONLOGIC**  
2018 - 2020  
Volunteering for kids at robotics classes  
Volunteering at Community centre activities for old folks on Digitalisation

**NUS RAG & FLAG COMPETITION 2013 DESIGN & ENVIRONMENT FACULTY (SDE) FLOAT COMMITTEE**  
February - August 2013  
Design team for SDE Float, for the annual NUS fundraising event. Body Structure, Painting, Physical Structure, Cladding, Synchronising of float with dancers, & leading freshies in building of float

**NUS DESIGN & ENVIRONMENT FACULTY PUBLICITY & PUBLICATIONS DIRECTOR (DECLUB)**  
August 2012 - August 2013  
In-Charge of: NUS Faculty of Design & Environment Committee (DEClub) Publicity Materials (eg. posters) for monthly & festive events. Publications for faculty when required.  
Organise all faculty level events such as Pageants, Halloween & Welfare packs.

**NUS DESIGN & ENVIRONMENT 2013 ORIENTATION GROUP LEADER & ARCHI/ID GROUP LEADER**  
August 2013  
Responsible in leading orientation group and integrating Freshmen into the Faculty through the Orientation Camp & Architecture + Industrial Design Camp

**MERITCREDE JUNIOR COLLEGE CHINESE ORCHESTRA EXECUTIVE COMMITTEE & SECTIONAL LEADER**  
November 2019 - September 2010  
Leader of the Strings Section, leading and conducting practices  
Organising events such as concert & designing of tickets.

## ACHIEVEMENTS

**Qoo10 | PEAK SALES (GRAPHIC DESIGN)**  
2017 SUPER SALES (CNY) PEAK SALES \$4.5M  
Lead, Main Designer for site event

**2016 BLACK FRIDAY PEAK SALES \$3.45M**  
Lead, Main Designer for site event

**INDUSTRIAL DESIGN AUGMENTED HUMAN 2015 TOP 15**  
Student Design Competition @MBS, Project: UNPLUGGED earplugs

**THE STRAITS TIMES | ADVERTORIAL FEATURE FUTURE OF SINGAPORE**  
16 November 2015  
Project: Life of Bagasse

**2016 12.12 QOO10DAY SALES PEAK SALES \$3.8M**  
Supporting Designer for site event

**2016 11.11 QOO10DAY SALES PEAK SALES \$3.2M**  
Supporting Designer for site event

**EXHIBIT DESIGN | IMAGES FESTIVAL OF THE ART OF VEVEY, SWITZERLAND**  
2014 Design Exhibit for Photographer, Fragnere Philippe - Snowpark

**STAGED DESIGN AWARD 2014 DRESDEN, GERMANY**  
Project: Life of Bagasse