

# Theng Yen Chen

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## Industry Experiences

### IBM iX Singapore - UI/UX Designer

January 2020 - Present | Singapore

#### UX Analyst for a global Oil and Gas company –

Working closely with the development team in an Agile environment on the client side. Assist the team to improve and enhance an internal cargo intelligence tracking system to supply accurate data insights for trading. Led user research interviews, analyzing current UX workflows and producing the best design solution to deliver key business value to stakeholders. Created and documented a UI Style Guide and an Application User Guide for the application to address and communicate design industry standards.

#### UX Designer for an international beauty and retail company –

Supported the development team and client with design adaptation to launch a Travel Retail mobile app in 2 regions - Japan and China in different languages and different mobile platforms.

### CodeWest - UX/UI Designer (Part-time)

January 2019 - July 2019 | UWE Bristol, United Kingdom

CodeWest is an enterprise studio of the Department of Computer Science and Creative Technologies at the University of the West of England (UWE) where students work on live projects for external and internal clients supported by staff. In addition to my coursework, I have had the opportunity to be a part of the team with two on-going projects as a lead UX and UI designer. This includes creating wireframes, meeting up with clients for feedback and user testing.

### IBM iX UK - Visual Designer

August 2017 - August 2018 | London, United Kingdom

My role was to design mobile, tablet and web applications, allowing to work in tandem with the creative, development and project management teams. As an intern, I was part of the iterative design process and assisting the design team in research, brainstorming, ideation and generating design solutions. Collaborated with developers to create clean and intuitive designs.

### Idealworks Design - Graphic Designer

March 2015 - July 2016 | Singapore

Conceptualising and designing for clients from different industries market and communicate their strategies through collaterals such as brochure, event posters, name cards, as well as website design.

### Fred Perry - Graphic Designer (Freelance)

January 2015 - January 2015 | Singapore

Working closely with the marketing and PR team to design the brand's marketing collaterals as well as event collaterals.

### Brand Union - Junior Designer

June 2014 - December 2014 | Singapore

Assisting the senior designers to develop visual identity concepts as well as executing ideas.

## Skills

IBM Design Thinking

User Research and Analysis

Creating wireframes, User journey maps, User Persona, UI Prototyping

Graphic Design and Branding

Visual communication design

Art Direction

## Design Tools/Knowledge

Sketch App

InVision

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premier Pro (Basic)

Adobe After Effects (Basic)

HTML & CSS (Basic)

## IBM Credentials



## **Pestle and Mortar Clothing - Graphic Designer**

May 2013 - July 2013 | Kuala Lumpur, Malaysia

Worked with a creative team in this local-based lifestyle brand clothing company. Art directed, conceptualized and designed clothing graphics (logos, illustrations, typography), website banners, proposals.

## **Volunteer Opportunity**

### **1625 Independent People - Graphic Designer (Freelance)**

December 2016 - January 2017 | Bristol, United Kingdom

Worked closely with two other designers to design an annual report booklet for their stakeholders.

## **Academic Qualification**

### **Bachelor's Degree in Digital Media**

University of the West of England, Bristol, United Kingdom

September 2016 - May 2019

### **Certificate in Web and Mobile Interface Design**

Orita Sinclair School of Design, New Media and the Arts, Singapore

October 2015 - December 2015

### **Diploma in Design Communication**

LASALLE College of the Arts, Singapore

August 2011 - May 2014