Andy Ng Jiu
NN/g UX Certified, Certified Scrum Master, and Senior Product Designer

www.andyng.me
hello@andyng.me
+65 9777 3862

EXPERIENCE

Defence Science and Technology Agency (DSTA), Singapore — *Senior UX Designer*

SEPTEMBER 2021 - PRESENT

Product Systems: Maps and Routing, Geographical Info, Decision Support, Logistic Management, Dashboards, Real-Time Monitoring, Crisis Management

- Responsible for user research, user architecture, user experience, and user interface, while ensuring consistency with the design system
- Design C3 system (Command, Control & Communication) utilising Agile and Scrum methodology for the SAF
- Lead the design of 12+ large-scale desktop military systems
- Collaborate with product owners and engineers to identify challenges and provide resolutions for multiple product releases resulting in an 80% reduction of process time during deployment
- Conduct user research to identify findings and design opportunities
- Engage stakeholders (including senior management) and facilitated UT on large-scale projects
- Collate project results and generate reports for analysis
- Analyse report findings to identify iterations to improve user experience achieving positive test grades in the System Usability Scale (SUS) and Bipolar Emotional Response Test (BERT)

Amazing Design People List, Worldwide — *Design Mentor*

JUNE 2020 - PRESENT

I mentor designers globally, providing feedback on resumes, portfolios, job interviews, and sharing insights on Product Design and Advertising/Marketing.

Aleph Labs, Singapore — *UX/UI Designer*

JUNE 2020 - AUGUST 2021

Clients include: Great Eastern, CPF board, IMDA x Singapore Business Federation, IMDA x Lingua Technologies, IMDA x Danone

- Developed design solutions for Great Eastern Web simplifying user experience for easier identification of various insurance products (more than 55 products)
- Prepared decks for tender proposals
- Involved in UX designs for tender projects
- Facilitated multiple workshops to work closely with clients to introduce solutions to existing/potential challenges in the business landscape
  - IMDA & SBF - Design Thinking Workshop - introduce company owners to Design Thinking and how to apply it
  - IMDA & Lingua Technologies - Problem Refinement Workshop - To rethink a reliable and advanced project management solution that would help increase productivity and lower the turnaround costs
  - IMDA & Danone - Problem Refinement Workshop - To rethink the function of infant milk packaging and improve the UX of the

SKILLS

Design: Strategy & Planning - Concept Sketches - Wireframes & Mockups - UX Architecture - UX Design - UI Design - Visual Design - Information Architecture - Double Diamond Model - Design Thinking Process

Prototyping: Rapid prototyping using InVision

Research: UX Research - Jobs-To-Be-Done Framework - 5 Whys - Persona Hypothesis - Cognitive Walkthrough - Testing, Experiment & Feedback - User Interview - Usability Testing

Collaboration: Agile - Scrum - Recommending Workshops - Self Starter - Detailed Oriented - Flexible - Communicative

TOOLS/LANGUAGES

Tools: Sketch - Figma - Miro - Balsamiq - XD - InDesign - Photoshop - Illustrator - InVision - Sublime Text - Keynote - Confluence - JIRA

Programming: HTML5 - CSS3

PERSONAL INTEREST

Interests: Reading and writing articles - Attending creative/business conferences - Gaming - Watching top shows on Netflix - An ice-cold beer on the weekend

360&5, Singapore — *UX/UI Designer*

NOVEMBER 2018 - MAY 2020

Clients include: Asian Beauty X, Anothersole, ChopeSG, Code Deco, Covalent Capital, One Championship, Pernod Ricard, Sambucol, The Kind Friend and Wanderlust & Co

- Designed 10+ E-commerce websites, each with 2000+ daily visitors
- Implemented style guide for designers and developers, reducing front-end development costs by 10%
- Collaborated with designers and engineers to improve product quality, and accelerated the design process with the implementation of a style guide resulting in a 70% reduction in design debt
- Collaborated with engineers to ensure accurate design implementation, resulting in a 30% time savings
- Led company design, development, and online social media marketing strategy, boosting presence and leads by 15% QoQ
- Managed interns and guided them throughout their internship period

andyng.me — *Freelance Designer*

MAY 2013 - PRESENT

Clients include: ANJ Resources, Fingro, Mindef, SG Alliance and many more

- Served as an independent consultant for businesses and companies
- Directed all brand creatives for Mindef within the organisation's intranet
- Consulted a department at SG Alliance to craft logo, branding, and materials, enhancing their department identity

The Alchemy Partnership — *Art Director*

OCTOBER 2017 - NOVEMBER 2018

Clients include: Fruit Tree Fresh, Maki-San, The Cage SG and Universal Music Singapore

- Collaborated with strategic and account teams to execute campaigns within client budgets, achieving 10% cost savings
- Spearheaded the establishment of creative standards and guidelines
- Collaborated with agency teams from Account, PM and Strategy to deliver high-quality, cross-disciplinary multi-channel projects, ensuring success with each delivery
- Reviewed and approved colour proofs, copywriting and artwork for mass printing and distribution
- Designed marketing materials, EDMS, Print/Website/Social Media advertisements and packaging for clients

EDUCATION

Scrum Alliance — *Certified ScrumMaster (CSM)*

March 2023 - March 2023

Completing 16 hours of rigorous scrum master training and passing 1 related exam to attain a Certified Scrum Master practitioner

Nielsen Norman Group — *Certification in User Experience*

January 2022 - January 2022

Completing 30 hours or more of rigorous user experience training and passing 5 related exams to attain as a UX Certified practitioner

Temasek Polytechnic — *Specialist Diploma (Part-time) in Integrated Digital Communication*

OCTOBER 2017 - OCTOBER 2018

Specialisation in Digital Design (UI/UX) and Advertising Communication

Temasek Polytechnic — *Diploma in Interactive Media Design*

APRIL 2012 - APRIL 2015

Graduated with a diploma in Interactive Media Design with a foundation of Design, Digital and Advertising

VOLUNTEER

Amazing Design People List, Worldwide — *Design Mentor*

JUNE 2020 - PRESENT

Amazing Design People List (adplist.org) is a community-initiated talent base that is helping designers land new jobs and connect to design mentors. It is a support network where designers learn from each other and grow.

I mentor and help designers across the globe to review design portfolios and share knowledge about Products, Design and UIUX

Aleph Labs, Singapore — *Academy Design Committee*

JUNE 2020 - AUGUST 2021

The Aleph Academy has an aim to encourage continuous and collaborative learning, specially crafted by the people of Aleph. The learning content is shared on YouTube, Medium and Spotify.

I design assets for social media marketing and Keynote presentations for the speakers according to their topics and themes.

PROJECTS

100 Days, 100 Posters, 100 Gemini

January 2017 - APRIL 2017

For 100 days, I made a poster each day from 4th January 2017 to 13th April 2017 in 30 minutes based on one word or a phrase collected from my daily horoscope