

Goh Yun Jin, Jean

UIUX Designer

Notice Period 1 month

HELLO

I help businesses transform seemingly complex processes into hassle-free and appealing experiences for their users. I enjoy solving problems and creating beautiful interfaces. Now, I am looking to improve the lives of others through technology as a UIUX designer.

EXPERIENCE

GENERAL ASSEMBLY SINGAPORE

FULL TIME UX IMMERSIVE STUDENT | SEP 2021 - PRESENT

- I gained experiences in the **UIUX design process and methodologies** by putting them in practice through 3 projects.
- I created **user personas, wireframes and prototype** for [Playhao's website revamp](#) project which has **improved by 197%** in the System Usability Scale Score.

AMBITION GROUP SINGAPORE

MARKETING & DESIGN EXECUTIVE | MAR 2021 - PRESENT

- I **improved the workflow** of the marketing team by suggesting new resources.
- I raised the quality of visuals while maintaining the branding guidelines.
- I **empathise with stakeholders** to understand what they need before designing.
- I designed collaterals with **business objectives and target audience** (jobseekers or businesses) in mind.

THE WOOF AGENCY

GRAPHIC DESIGNER | JUL 2020 - FEB 2021

- I pushed myself out of my comfort zone and **created user interfaces (UI)** for Pawjourn's website revamp.
- I adapted to various branding guidelines (Pawjourn, The Woof Agency and clients' branding) with efficiency by creating multi-platform assets for relevant businesses.
- I am familiar with creating advertisements, social media engagement posts, email direct marketing (EDM) and on-screen assets.
- I guided the design team and lead in creative direction.

EDUCATION

GENERAL ASSEMBLY

FULL TIME UX IMMERSIVE | 2021 - 2022

THE GLASGOW SCHOOL OF ART SINGAPORE

BA HONS IN COMMUNICATION DESIGN | 2017 - 2019

MY DETAILS

- ☎ +65 9839 0153
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- 🇸🇬 Singaporean

SKILLS

SOFTWARES

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop

OTHERS

Prototyping
Wireframing
UX UI Design
Competitive Analysis
Visual Design
Conceptualisation
Layout Design
Branding
Typography
Communication
Problem-solving
Design Thinking
Critical Thinking

LANGUAGE

English - Native
Mandarin - Native

RECENT PROJECTS

Click on the projects to view

PLAYHAO.COM REVAMP

GILLMAN BARRACKS