

# NG WENXIN

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## RELEVANT EXPERIENCE

### Experience Design, Director

TBWA\Singapore Pte Ltd  
DECEMBER 2022 - PRESENT

Lead the TBWA\Singapore's Experience Design team, overseeing UX Strategists and UX Writers.

#### In the agency:

As a part of the innovation team, strategize innovation through experience design, creating proactive briefs to enhance client businesses and attract prospects.

Define and drive overall UX strategy aligned with Innovation team's vision.

Provide guidance and mentorship to the design and writing team, fostering individual growth and success.

Streamline resource allocation, workload distribution, and hiring efforts for an efficient design team. Maintain clear budget oversight and coordination with project managers for cost-effective allocation.

Collaborate with cross-functional teams, offering UX expertise and consultation. Actively engage with the Brand, Creative and Data teams to elevate the client's presence.

#### With the clients, Singapore Airlines (SIA):

Forge strong relationships with various teams: clients' design, research, brand and business stakeholders. Strategize end-to-end product development through data-driven innovation. Plan new product features with quarterly prioritization alongside the client's program and product leads.

Proactively engage clients, injecting fresh perspectives, and leading innovation and UX workshops to generate new ideas, products, and improved work methods.

Promote and practice the end-to-end design process, advocating for the use of design libraries both internally and externally.

Adapt clients' processes and execute projects of various scales, from product improvements to new features, employing the complete design process from research to development.

Spearhead SIA's loyalty management pillar, KrisFlyer and PPS Club.

### Regional Senior UED Manager

Lazada Southeast Asia Pte Ltd, Alibaba Inc.  
JANUARY 2022 - NOVEMBER 2022

Leading the User Experience team of Digital Goods and O2O Buyer Platform of the Lazada App regionally.

Drive strategic design vision, collaborate with product team on feature development and roadmap. Execute the end-to-end user experience design for Digital Services: Mobile Load, Bill Payments & E-vouchers

Within the wider Lazada Design Studio, collaborate with design leads from different pillars to optimize Lazada's design system.

## RELEVANT EDUCATION

### National University of Singapore, Industrial Design

— Bachelor of Arts (with Honours), Industrial Design

AUGUST 2012 - JUNE 2015

Product Design, Service Design, UX Design. Strong in Design Thinking, Conceptualising, end-to-end production of projects to market.

### Ecole Cantonale D'art de Lausanne (ECAL),

Switzerland — Student Exchange Programme, Industrial Design (Distinction)

FEBRUARY 2014 - JULY 2014

Industrial Design, Product Design, Exhibit Design, User Experience Design, 3D Drawing and Rendering, Design Photography

## RELEVANT SKILLS

Innovation, Product Strategy, Leadership & Management, Design Thinking, User Experience, User Interface, User & Ethnographic Research

Branding, Design Marketing, Graphic Design, Print Design, Videography, Photography, Sketching, Technical Drawing

Copy Writing, Story Boarding

3D Printing, CNC, Prototyping & Model Making.

## RELEVANT TOOLS

**UIUX Tools:** Figma, Sketch, Adobe Xd, Invision, Miro

**Project Management Tools:** JIRA, Confluence, Alibaba softwares

**Editing:** Proficient in Photoshop, Illustrator, Indesign, Dreamweaver, PremierPro

**3D Softwares:** Rhino3D, Solidworks, Maxwell, Keyshot

**Others:** Microsoft Excel, PowerPoint, Office

Cross-functional collaboration: Work closely with Product Managers, Developers, Business teams, PR and Marketing, and more.

Advocate and promote user experience across stakeholders outside of pillar, setting new project directions, eg. Lazada Singapore's corporate website.

## Head of User Experience (Senior Manager)

Handshakes, D C Frontiers Pte Ltd  
APRIL 2020 - DECEMBER 2021

Established the UX process and led the cross-functional product process of the organization with a few key product managers. Present to management new initiatives and product ideas.

Built the UX team from scratch, creating a presence through proactive education and fostering collaboration with business and product teams.

Led a team of UIUX designers, mentor and guide them.

Initiated and led ScoutAsia's product transformation, understanding regional users (eg. Japan, Australia, Hong Kong etc.), achieving business goals and engaging key stakeholders. *It is currently still evolving with the product roadmap planned for the product team.*

### Stakeholder management:

Head of Engineering, PMO, Head of Product and Head of Business, Business Development and Customer Success teams and Marketing

### Project level:

Work closely with Engineers, Product Managers, Scrum Master, Marketing

Cover end-to-end user journey from User Research to User Experience, testings, evaluation, feedback and improvements.

## Senior UX Consultant & Visual Designer

GeTS ASIA PTE LTD, CrimsonLogic  
DECEMBER 2017 - April 2020

Create User Experience and User Interface for systems and web/phone applications, for in-house redesign projects, tenders and new products.

Successfully launched 2 new UX-driven products, leading the branding and design of company events

## Visual Design Lead, Marketing

Qoo10, Giosis Pte Ltd  
SEPTEMBER 2015 - NOVEMBER 2017

Led and mentor a team of designers, work closely with marketers and various leaders during peak promotional events (eg. Qoo10Day, Black Friday, CNY etc.) and regular category sites, for microsites. Scheduling of work and timelines and priorities.

Proactively initiate involvement in Online & Offline design, events and print.

## AWARDS/ACHIEVEMENTS

### CrimsonLogic:

#### Crimson Hero Award 2018

OTB, Open Trade Blockchain Launch at GeTS Plenary 2018 and OTB Project

### CrimsonLogic:

#### Crimson Hero Award 2019

GeTS Plenary 2019

### Peak Sales Marketing Team @

#### Qoo10 (GIOSIS) for 6 times

SuperSales, CNY SuperSale, Qoo10Day, Black Friday Events etc.

### Augmented Human, Top 15 Student Design Competition

#### @MBS

Project—UNPLUGGED, earplugs for construction workers

### The Straits Times, Advertorial

#### Feature: Future of Singapore (16<sup>th</sup> November 2015)

Project—Life of Bagasse

### Staged Design Award 2014, Dresden Germany

Project—Life of Bagasse

### Exhibit Design: Images Festival of the Art of Vevey, Switzerland

Project—2014 Design Exhibit for Photographer, Fragnere Philippe - Snowpark