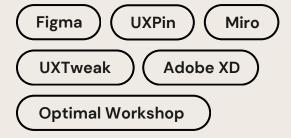


I AM A USER EXPERIENCE DESIGNER

pehelise@gmail.com 9650 9398 linkedin/elisepeh website

T00LS



SKILLS

Stakeholder Interviews
Landscape Review
Heuristic Analysis
User Interviews
Personae Creation
User Journey & Task Flows
Information Architecture
Card-sorting
Tree-testing
Wire-framing
Content Planning
Prototyping
Usability Testing

EDUCATION

Bachelor of Arts, Communication University at Buffalo August 2016 - December 2018

Diploma in Design for Interactivity (UX/UI) Republic Polytechnic 2013 - 2015

EXPERIENCE

Senior User Experience Designer, Convertium Pte Ltd | 2023 - Present

Led and delivered UX strategies, user research, user flows, wireframes, content planning, prototypes and testing for diverse clients. Goto person for UX business development work. Handled multiple projects at a time.

User Experience Designer, Convertium Pte Ltd | 2019 - 2023

Planned and executed UX research and design activities such as user interviews, personae and user journeys, information architecture, wireframing, prototyping and usability testing. Handled multiple projects at a time.

PROJECTS (WEBSITE / APP)

- National Gallery Singapore
- Singapore Elections Department
- Singapore Economic Development Board
- Singapore Institute of Technology
- SPH Media Corporate
- SPH Lifestyle Websites
- Singapore Institute of Management
- DBS Corporate Banking
- StartupSG (Enterprise Singapore)
- ArtScience Museum