

# Elise Peh

## User Experience Designer

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elisepeh.com

## Tools

Figma  
UXPin  
Adobe XD  
UXTweak  
Optimal Workshop  
Miro

## 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

Lead and delivered UX strategies, user research, user flows, wireframes, content planning, prototypes and testing for diverse clients. Go-to 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. Handle multiple projects at a time.

## Projects

Lead designer that planned and executed all UX activities for the following projects:

- National Gallery Singapore Website
- Elections Department Voter Registration Application
- SPH Media Corporate
- SPH Lifestyle Websites (All the magazines)
- Singapore Institute of Management
- DBS Corporate Banking
- StartupSG (Enterprise Singapore)
- ArtScience Museum