



DEBBIE NG SI MIN
User Experience Planner

+65 97979291 / +825 63734251 / hello@heyitsdebbs.com

References available upon request

Introduction I am a UX/Product Planner for products and services across digital channels.

With beliefs in holistic design thinking and results-oriented approaches, I bridge the connection between users and my clients' business goals by planning for the best experiences and showing what makes users tick.

My work in diverse industries and involvement from end to 'end' (research, execution, iteration) lets me bring to the table the ability to frame the big picture, its purpose and direction – paying just as much attention to the details that can make or break a solution.

During blips in time, I geek out over microinteractions and page load speed wins, falling off the grid occasionally to indulge my inner foodie or explore someplace new.

Experience *Nurun Hong Kong (Publicis Groupe)*

UX Manager / 03 October 2016 - Present

Led projects that include user research, strategy, service design, and digital product solutions for Hong Kong and China markets. Involved in pitching (and winning) new business in these markets as well. Also provided mentorship and training for junior practitioners.

Worked closely with other disciplines and entities within the groupe to have user insights inform strategic direction and digital recommendations.

Clients include HongKong Land, Philip Morris, China Mobile International and AXA.

HeathWallace Hong Kong

Senior UX Designer / 22 February 2016 - 5 August 2016

UX project lead for a regional insurance client for public websites and customer portals. Provided mentorship and training for junior practitioners.

OgilvyOne Singapore

UX Lead (Singapore) - User Experience Group Asia / 1 July 2015 - 3 February 2016

A management role, overseeing and managing the UX practice in Singapore and working with regional teams in Asia.

Responsibilities include commercial management of the department, team talent management, mentorship, planning, growing and maintaining client relationships.

OgilvyOne Singapore

Assoc. Senior UX Architect - User Experience Group Asia / 14 May 2014 - 30 June 2015

Led projects from a UX strategy/planning perspective, working on both regional and local projects with a team of 45 people across Asia.

Responsible for leading various project teams to understand the clients' business needs/goals, define the strategic direction, and plan the product experience right through to execution. Also provided mentorship and oversight on other projects within the practice as well as consultation for campaign work.

Notable clients include Singapore Exchange (SGX), Fonterra, Huawei, Land & Transport Authority of Singapore (LTA) and Cerebos.

SapientNitro

Interaction Designer / 14 May 2012 - 7 May 2014

Worked on UX projects ranging from product experience solutions to environmental/spatial experiences.

Involved in conceptualising, planning the user experience/interactions and executing visual designs that best work with the experience. Clients include Suntec Exhibition Centre, Credit Suisse APAC, Citibank, Hyundai and Eu Yan Sang.

Possible Worldwide

Interaction Designer (Mobile/Tablet) / 22 August 2011 - 20 April 2012

Worked on mobile and tablet applications and webapps UX/UI on various platforms.

Responsible for planning the app's user experience to design execution/production. Clients I've worked with include Emirates, Nespresso, Neiman Marcus and Hilton Worldwide.

ClearEdge Productions Pte Ltd

Designer (Multimedia/Web/Print) / 1 March 2010 - 17 August 2011

Conceptualising and designing UI primarily for multimedia interfaces such as touch screens, multi-touch tables with exposure to a variety of new media.

Scope of the job also included website and print design. Notable clients include the iExperience Infocomm Centre (IDA), Singapore University of Technology and Design (SUTD), Treasure Bay Bintan and The National Water Centre in Riyadh, Saudi Arabia.

Skillset Proficiency

Practice:

User Research
Experience Planning/Strategy
Customer Journey Mapping
Persona Creation

Service Design
Information Architecture
Interaction Design
User Interface Design

Software/Tools:

Adobe Creative Suite
Photoshop, Illustrator, InDesign
Axure
Sketch

Education

Diploma in Digital Media Design (Interactive Media)

Nanyang Polytechnic / April 2007 - March 2010

GCE 'O' Levels

St. Anthony's Canossian Secondary / January 2003 - December 2006