Jasmint Tan Liang Ying

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Being in the Service line has helped me empathize with people's struggles, which grew my interest in problem solving. It has been a delight to cross-implement skills from my previous jobs e.g marketing and data analysis to better inform my designs. I enjoy practicing psychology and creativity to tailor optimal solutions for people, UX Design being a place where I can do more.

SKILLS & TOOLS

UX Research • Data Analysis • Information Architecture • Wireframe • UI & Visual Design Prototype • Usability Test • Service Blueprint User Journey • Workshop • Digital Marketing

Google Analytics • Figma • Figjam • Miro

PORTFOLIO

Tripadvisor Plus, Travel Membership Subscription Program   June 2021 to April 2022
- My Role: UX Designer (in a team of 6) | Service Blueprint, Information Architecture, Wireframing, UI Design
- About: Planned workshops involving key stakeholders to develop a service blueprint. Ideated ways to fine-tune and communicate its value proposition, designed and iterated on several landers to improve member acquisition.

Binary Coffee Ordering App, Every Matter, 3 weeks Timeline   May 2021
- My Role: UI Lead (in a team of 4) | UX Research, Wireframing, Prototyping, Usability Testing
- About: Designed an ordering app that accomodates to users' lifestyle and increases their knowledge of quality coffee.

EXPERIENCE

Product Designer, Tripadvisor Singapore Private Limited   June 2021 - April 2022
- Combined marketing and UX principles to design solutions optimizing user flow, estimated to increase revenue by 10%.
- Embarked on projects ranging from simple iterations to rethinking and designing of a whole new product.
- Developed service blueprint and conducted stakeholder workshops to co-design, gather feedback, and build alignment.
- Created UI elements and high-fidelity wireframes in accordance with the company's design system.

UX Designer, General Assembly Immersive Programme   Feb 2021 - May 2021
- Executed a range of UX and UI skills from Research and Design to Prototype and Test across 4 different projects.
- Communicated with the client and collaborated in teams to design 3 apps end to end between 2 to 3 weeks sprint.
- Balance business goals with users' needs, including accessibility, to create feasible solutions.

Marketing Executive, Office Productivity Solutions Pte Ltd   Jan 2020 - Jan 2021
- Created a marketing system and managed website performance along with SEO, increasing traffic by 300%.
- Conducted research and created content (e.g Social Media posts) to generate engagement, up by 7%.
- Created persona, customer journey map, service blueprint, and wireframed websites to accompany product offerings.

EDUCATION

General Assembly   Feb 2021 - May 2021
- UX Design Immersive Course

SIM Global - Royal Melbourne Institute of Technology   Jan 2016 – Jun 2017
- Bachelor in Business, Marketing

Temasek Polytechnic   Apr 2012 – Apr 2015
- Diploma in Hospitality and Tourism Management