

CHARLENE TAN WEN HUI

UI / UX DESIGN • VISUAL DESIGN • PRODUCT DESIGN



INTRODUCTION

Hello, I'm a designer from (too) sunny Singapore, with a creative heart and a technological mind. A good listener and a problem solver (as complimented by my clients) who hope to collaborate with like-minded individuals who promotes design thinking and champion user experiences to create creative yet simple solutions that connect with our users.

WORK EXPERIENCE

DBS BANK • Product Designer • Aug 2021 - Present

- Worked closely with design team, business teams, operations and tech stakeholders on consumer banking products, particularly client servicing (B2C).
- Led end-to-end efforts for Private Banking journeys (eg. Offline Equities, Periodic Portfolio Reviews, Call reports) and branch staff transactions (Vault/TAU operations, Fixed deposits, Fund transfers, Cheque-related transactions).
- Map out user journeys, processes, and information architecture for different products with wireframes, interactive prototypes and visual design.
- Encouraged design thinking through active collaboration to achieve product goals and project objectives, including solution validation.
- Assist in ideating and planning directions for potential enhancements or features.

METHOD MEDIA • Designer • Nov 2015 - Jul 2021

- Taking the lead on various advertising projects that includes both digital and print.
- Research, conceptualise, formulate creative solutions and art direction for design projects ranging from hospitality, property development, architecture, retail to institutions.
- Prepared low-fidelity to high-fidelity wireframes and user interfaces for responsive and mobile-friendly websites.
- Exercise minimal HTML / CSS content population and updates, including basic SEO (Search Engine Optimization) implementation.
- Project management includes timeline scheduling, CMS (content management system) training, liaising with clients and ensuring quality product delivery.

UP BRANDBUZZ • Junior Designer • Jun 2014 - Jan 2015

- Involved in pitching for several campaigns for brands such as American Express, Comfort Delgro, Yahoo! and government sectors (HPB, BCA) etc.
- Collaborated with senior designers and Creative Directors to formulate creative solutions and proposals on various mediums.
- Assisted in designing and executing marketing collaterals, mockups, storyboards and creative decks.
- Executed layout adaptations for ATL, BTL collaterals for retail advertising campaigns.
- Guided interns through design processes and Adobe Photoshop/Illustrator functions.

CONTACT INFO

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EDUCATION

NANYANG TECHNOLOGICAL UNIVERSITY 2010 - 2014

BA of Fine Arts in Interactive Media
(with Second Class Honours, Upper Division)

—
Student Union, Publicity Director
School of ADM Club, Publicity Assistant

NANYANG POLYTECHNIC 2010 - 2014

Diploma in Information Technology,
Major in Digital Entertainment

—
School of IT Club, Orientation Group Leader
and Publications Executive Committee

TOOLS I WORK WITH

Creative Tools:

Figma / FigJam
Miro
Notion

Adobe Creative Suite:

Adobe Xd
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Bridge

Basic Programming:

HTML
CSS