



JENNIFER HONG

UI/UX DESIGNER

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About Me

Active team member, high curiosity and creativity, passionate about improving digital experience, problem solver, calm in a storm, animal lover, cardio bunny and wanderer.

Language

Fluent English, Fluent Chinese

Skills

User Interaction Design, User Experience Design, User Research and Testing, Art Direction, Wireframes and Prototypes, Figma, Sketch, Adobe Photoshop, Illustrator, XD, Dreamweaver, Invision, Axure, Microsoft Office, HTML5, CSS3, Javascript, JQuery

Education

Year 2010 - 2013 School of Interactive Digital Media at Nanyang Polytechnic

Jan 2021 -
Present

UI/UX DESIGNER at Standard Chartered Bank

Main leading designer for creative direction. Responsible for product design and research in a team that worked on web app for internal bank application. Performed interface design, ideation, sketching and wireframing. Created numerous prototype of varying fidelity to test assumptions and concepts. Worked with various teams of stakeholders, engineers, testers and product owners, business analyst to ensure smooth delivery of product. Recruited UI/UX designers in expansion of the bank design team. Actively involve in creating the Design Language System for the bank. Presented numerous talks and sharing in the bank's Design Community.

Apr 2019 -
Dec 2020

UI/UX DESIGNER at Prodigious Singapore (Publicis Communications)

Collaborating with the creative team, software engineers and project managers throughout the process. I created user flows, wireframes, built user interfaces, mock-ups, and prototype. Helped shape overall product strategy and gave constructive suggestions for site improvements. Clients include P&G, Singapore Health Promotion Board, AMEX, Samsung and many more.

Nov 2017 -
Mar 2019

UI/UX DESIGNER at MyRepublic Singapore

Took on complex tasks and transformed the products to an intuitive and easy to use design for our GAMERs and Mobile service users. Envisioned how user experiences with MyRepublic GAMER & MyRepublic Mobile service. My job scope ranges from early phrases like researching and interviewing current users, creating low and high fi wireframes. Building mock-ups, prototype and finally bringing this vision to life with a team of designers, product managers, and engineers. Actively worked on MyRepublic Mobile, MyRepublic Gamer, MyRepublic mobile application.

Nov 2016 -
Oct 2017

SENIOR DIGITAL DESIGNER at PMG Asia

Collaborated with the creative team, product managers, engineers and researchers throughout the entire design process - from creating user flows, wireframes to building mockups and prototype and finally bringing the vision to life with my team. I defined the look-and-feel of the web interfaces by designing logos, icons and marketing graphics. I also make sure there's visual design consistency, maintaining visual structure.

Jun 2013 -
Oct 2016

INTERACTION DESIGNER at Global Interactive Works

My day to day job scope consisted of transforming rough wireframes into beautiful mockups and turning them into live HTML5/CSS3 responsive website. I also reviewed the design work coming from the overall team, to keep the system and patterns consistent, usable and simple. I have mentored and worked with interns to help them grow and design superior user interface. I have learned project management skills and put them to use in the company.