Stefanie <u>Soh</u> Qian Hui Interaction Designer

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Testimonials linkedin.com/in/stefaniesohqianhui/ · Portfolio sohuseful.design

SUMMARY

- **End-to-End Delivery wizard** — 8+ years of experience in various roles and stages of digital product design and management.
- **User Experience and Interaction Design Specialist** — 6+ years of experience designing responsive web for B2B and 3+ years in mobile apps for B2C.
- **User Research and Data-Driven Decision Make** — Leverage user research, usability testing, user feedback and data analytics to inform design decisions.
- **User-Centred Design, Design-Thinking and Agile Advocate** — Educate and facilitate problem-solving with a user-centricity approach.
- **Collaborative Team Player** — Experienced in cross-functional collaboration and working with stakeholders and team members from different departments and locations.

SKILLS

User Experience Design — Market and User Research · User Experience Design · Interaction design · User Interface Design · Copywriting · Web Data Analysis and Reporting · Visual design · Information Architecture · Wireframing and Prototyping · Usability Testing · Mobile and Responsive Design · Design System and Iconography management · Facilitation

Design Tools — Adobe Creative Suite · Sketch · Figma · Invision Apps · Procreate

Project Management Methodologies — Agile · Scrum · Kanban

Basic Software Development — HTML · CSS · JavaScript · PHP · SQL

EXPERIENCE

Arvivo Global, Remotely — UX Consultant & Digital Marketing Specialist

NOV 2023 - APR 2023 (6M)

I'm in charge of improving the customer experience, content creation and digital marketing for the ICAgile-certified courses. I've increased the number of Linkedin followers by 28% and our website traffic by 160%. I've also helped to design course materials and facilitate ICAgile-certified courses with senior management executives.

PigeonLab, Remotely & Onsite Singapore — UX/UI Designer

JAN 2017 - AUG 2021 (4Y 8M)

I'm in-charge of the end-to-end design process of Pigeonhole Live's organiser events view, audience engagement charts, organiser team settings and various improvements from requirement gathering to seeing through the release and improvement. I translate and validate high-level requirements into user flow, wireframes, interactive prototypes, high-fidelity mock-ups and PRD. I frequently collaborate with Product Owner, engineering, sales and marketing to shape solutions that meet user and business needs. I occasionally have to code the design system and the client's branding. I introduced and elevated the initial company's cross-functional team communications, data tracking & reporting management, QA testing quality, release management and icons design guideline and management.

LumenLab (MetLife Innovation centre), Singapore — Freelance Consultant

APR 2016 - DEC 2016 (9M)

I'm involved in the end-to-end design process from idea to seeing through the release. I help Product Innovators to conduct user research and user testing to validate ideas and business models in the health, wealth and ageing space. I helped 6 Product Innovators rapidly design, build, and refine websites in HTML, CSS, and Javascript. I collaborate with Product Managers, Creative Director and engineering to build web applications and mobile apps in Android and iOS for B2C. I managed and grew the company's online innovation community from 50 to 200 people within 3 months and also kept 40% of them engaged during this period.

Inspire-Tech, Singapore — UX/UI Designer & Growth Hacker

JUN 2015 - FEB 2016 (9M)

I'm responsible for improving the design and user adoption of RapidSMS. Conducted user research, user testing, and product training and facilitated cross-functional team design workshops. I helped save 80% of the customer service rep's time answering repeating questions by creating a knowledge-base customer support centre.

SmoovPay, Singapore

Junior Product Manager and Digital Designer

SEP 2014 - MAY 2015 (9M)

I'm responsible for improving SmoovPay, PayMe, E-commerce shop and SmoovPOS's design and software quality. I weekly run and facilitate agile ceremonies, design workshops, and product performance meetings. Collaborate with the stakeholders to define the product vision, product roadmap, translate high-level requirements into designs and documents and ensure the team delivers quality features within the expected timeline.

Creative Programmer & Digital Designer

JUN 2012 - SEP 2014 (2Y 4M)

As employee number 1, I've assisted the founder in everything from rewriting the code of the SmoovPay web application from PHP to .Net to customer support, market research, UI design, web design and development, project management, hardware support and marketing the following products SmoovPay, PayMe and E-commerce shop.

EDUCATION

Nielsen Norman Group, Remote — Interaction Design UX Certificate 2018

Nanyang Technological University, Singapore — Bachelor of Fine Arts

2008 - 2012, Major in Game and Interactive Media Design

Nanyang Polytechnic, Singapore — Diploma in Multimedia & Infocomm Technology

2005 - 2008, Specialise in Infocom Solution and Web Application

HOBBIES

Watercolour painting · Solopreneurship · Volunteer in Church · Volunteered in ProductTonic · Volunteered in Ground-Up Initiative (GUI) · Explore social projects to empower women and preschooler · Play volleyball