Ginger Anderson

(Formerly Ginger Ting Yeun Bin)

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I am a Singaporean UI/UX Design Manager with 6+ years experience, who is passionate about translating concepts into exceptional products with consumers in mind. I continuously evolve with cutting-edge design trends in user experience. I strongly believe that design should foster cross-functional collaboration and create beautiful experiences.

EXPERIENCE

Lab Moneta

Feb 2022 - November 2023 (1 year and 9 months)

UI/UX Design Manager

May 2023 - November 2023 (7 months)
• Authored project requirements.
• Efficiently managed and monitored projects on Jira.
• Created persuasive presentations and project scope for company's clients, pitch for investors and project partners.
• Worked closely with company stakeholders and user testing groups to gather feedback for every iteration of the app, website and other customer facing touch points.
• Strong grasp of user-centred design principles and best practices for android app and the app's admin portal.
• Excellent communication and presentation skills, adept at conveying design concepts to stakeholders.
• Strong problem-solving ability and able to work under tight timelines, providing effective design solutions.
• Presented project feasibility discussions with the Compliance and Technology team.
• Collaboration on project planning and technical discussions with the Tech development manager and developers.
• Project contributions: SeaPass app

UI/UX Designer

Feb 2022 - April 2023 (1 year and 2 months)
• Developed mobile and web interface mockups while crafting compelling design and content for presentations, as well as marketing collaterals.
• Led product content writing and conducted live app testing, driving iterative improvements.
• Documented user scenarios and created complex user flows for attaining MAS licensing.

SKILLSET

• User Interface (UI) and User Experience (UX) design
• Strong in conceptual and visual skills for print and digital.
• Meticulous and with good time management skills
• Able to work independently and collaborate with a diverse cross-functional team
• Design thinking and strategy
• Effective communicator with stakeholders and collaboration cross-functional team
• Scrum and Agile

DESIGN KNOWLEDGE

• Branding and Illustration
• UCD (User Centred Design); designing wireframes, flowcharts, personas and empathy maps.
• User testing and (fieldwork) research.
• Prototyping and Information architecture.
• Product management

• Created App and Admin portal user manual and educational materials for users.

Spaceship (Storage, Co-Warehousing) — UI/UX Designer
Sep 2019 - Feb 2021 (1 year and 6 months)

• Developed Skills in Interior and Exterior Design: Acquired expertise in decals, wayfinding, and various signages for co-warehousing spaces.

• Spaceship Branding Redesign: I took on the task of creating elements for the new corporate identity from name cards, shirts, employee id cards, packaging cartons, email signature and website.

• User-Centred UX/UI Design: Designed content-driven mockups for mobile apps and web interfaces with a strong focus on user experience.

• Project management: Effectively managed and monitored progress for new and ongoing projects using ClickUp.

• Developed a comprehensive style guide for improved team communication and developer handoff.

• Established a cohesive design system with web and app modules, and standardised design components.

• Notable Project Contributions: Spaceship app design, eCommerce order system implementation, Occupancy tracker integration and support in coordinating photo shoots

TravelClick, Inc — Creative Designer May 2018 - July 2019 (1 year and 3 months)

• Designing google and social media ads in large volumes of work with quick turnaround time for over 50+ international hospitality clients within APAC.

• Project tracking: Progress of all ongoing tasks tracked on salesforce.

• Took initiative to do video editing and it has become a new product for the company (video ads).

McCoy Advertising Pte Ltd (Slim Fit) — Web and Graphic Designer May 2016 - April 2018 (2 years)

• Handled graphical media and content for web, print and social media advertising.

• Advertising print work for newspapers, flyers, brochures, menus.

EDUCATION

SOFTWARE KNOWLEDGE

• **Design:** Adobe Photoshop, Adobe Illustrator
• **UI**: Sketch, Figma, Marvel, Invision, Miro, Framer
• **Video & UI animation**: Adobe After Effects, Adobe Premiere Pro
• **Project management:** Jira, Kanban, Scrum, Agile, ClickUp, Salesforce, Asana.
• **Developer handoff**: Frontify, Zeplin, Invision, Sketch
• **Frontend Coding**: Brackets, Adobe Dreamweaver
• **Advertising**: Google Web Designer
• **Web builder**: Webflow, Wix and Squarespace

CODING KNOWLEDGE

• Front End Web { html, css, jquery }
• Physical computing: Arduino

LANGUAGES

• English: Advanced proficiency spoken and written.
• Chinese: Spoken fair

AWARDS

• NYP Director's List: Semester 1 - 2015/2016

Singapore University of Social Sciences (School of Business) — BA in Visual Communication with Business 2018 - 2021

I graduated with Third Class Honours. This degree is a design and business programme, which includes design thinking, design research, management, advanced research and design, advanced branding, advertising design, financial and marketing management.

Nanyang Polytechnic SDM (School of Design Media) — Diploma in Digital Media Design (Interaction Design) 2013 - 2016

This diploma programme combines visual design, UX design direction and web coding. It focuses on interaction design, user-centred design (UCD) and user-experience design (UX). Curriculum emphasizes the creation and use of interactive elements for Internet of Things (IoT) devices, mobile applications, or multi-sensory projects involving virtual reality (VR) and augmented reality (AR) realms.

CHIJ Katong Convent — GCE O & N Level Certificate 2008 - 2012

N level Art grade A1 and O level art grade B4. Extra curricular activities in Infocomm Club from 2009-2012 with Adobe Systems and Apple Inc.

Tao Nan School — PSLE Certificate 2002 - 2007