I'm Gwendolyn Goh, a UI / UX Designer.

I'm a designer adept at crafting purposeful interfaces by balancing business requirements, user needs and technical specifications. With a background in information systems and experience as a UX designer, I bring a creative problem-solving approach to create products and experiences people love to use.

Contact

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Education

2016 - 2019

Bachelor Of Science, Information Systems

Singapore Management University

Skills

- Figma and FigJam
- Adobe Illustrator and Photoshop
- Stakeholder Research
- Usability Testing
- Information Architecture
- Low - High Fidelity Prototyping
- Interactive Prototyping
- Responsive Web Design
- Design Systems
- Scrum Ceremonies
- Agile Methodology

Work Experience

Senior UI/UX Designer

Accredify Pte. Ltd.   Dec 2018 - Current

- Managed a team of 2 UI/UX designers.
- Created and implemented Accredify's design system and design processes.
- Conducted a series of user researches and usability testings to determine optimum design.
- Delivered data-driven designs which increased Accredify's client base to over 20 institutions.

Projects

ACRA Trust*Bar*

- Conducted stakeholder interviews.
- Created personas, HMWs, user flows, journey maps, affinity maps, task analysis and site map.
- Designed responsive prototypes of varying fidelities to test assumptions and concepts.
- Revamped the Business Profile and Certificate.
- Performed usability testing sessions to evaluate effectiveness of designs.

Tan Tock Seng Hospital Patient Referral

- Conducted interviews and primary research.
- Held ideation and brainstorming sessions.
- Designed high fidelity screens for 5 user groups with different access controls.
- Conducted usability testing with platform users.

SCDF TruCerts

- Collaborated with industry stakeholders to bridge gaps and improve existing processes.
- Designed high fidelity screens for 6 user groups with different access controls.