



VIVIAN NGIAM

UI/UX Designer, creative and entrepreneur passionate about bringing innovations to the next level through [empathetic and data-driven design](#).

vivianngiam.com

vnlingli@gmail.com

[LinkedIn](#)

EDUCATION

National University of Singapore (NUS)

Aug 16 – May 20

- Bachelor of Social Sciences, Communications and New Media Major, specializing and minoring in Interactive Media Development (cross-disciplinary minor offered by School of Computing and Communications and New Media); 1st Class Honours, Achieved Highest Distinction
- Thesis: Designing and Exploring the Effects of an Augmented Reality (AR) Experience in the Context of Body Dysmorphic Disorder; Grade: A

NUS Overseas College, New York (NCNY)

Aug 18 – July 19

- Year-long distinguished entrepreneurship programme where selected participants intern full-time at New York start-ups while studying at NYU and NUS satellite campuses.

WORK EXPERIENCE

Gulliver (Travel Start-up, Singapore)

May 20 – Present

UI/UX Design Lead, Founding Team

- Conducted detailed user requirements scoping by identifying user personas and user journeys through primary and secondary user research.
- Revamped UX flows (navigation, interaction, layout, animation, sitemaps) through data-backed design decisions conceptualized from in-depth competitor analysis, top performing products and user requirements scoping.
- Formulated branding guidelines through systematic framework of analysing the market and positioning the brand.
- Currently rapid prototyping using Figma, constantly engaging in effective communication with the developers, with plans to A/B test product with core customer groups during beta launch.

NUS School of Computing (College, Singapore)

Jan 20 – May 20

Teaching Assistant for Interaction Design Course, CS3240

- Collaborated with the professor to develop the syllabus and assignments that taught human-computer interaction design skills and reviewed undergraduate work.
- Prepared and taught laboratory lectures on prototyping tools (Adobe XD, Figma, Invision, Balsamiq) and basic programming skills (HTML, CSS, Bootstrap and jQuery).

NUS Centre for Future-ready Graduates, CFG (College, Singapore)

Mar 20 – Apr 20

Talk Show Host for NUS Virtual Career Fest 2020

- Co-hosted the first-ever NUS Virtual Career Fest and morning talk show which was featured on all local news channels, and successfully garnered a Facebook reach of ~8,300 and ~2,900 views.
- Collaborated with the CFG team to deliver an engaging 5-part series morning talk show programme while injecting personality, improvisation and leveraging chemistry with co-host.

Nanolumi (Material Science Tech Start-up, Singapore)

Jan 20 – Mar 20

UI/UX Designer for Reyal product (contract)

- Translated complex mental models into a clean, simple and intuitive high-fidelity mobile app interface design to accompany a counterfeit scanning device for warehouse workers.
- Improved user flows through data-driven design decisions derived from best practices in mobile app usage with hardware products.
- Facilitated smooth handover of designs to developers with accompanying clear documentation.

Light (Social Enterprise Start-up, Singapore)

Jan 20 – Present

Founder, Business and Product Design

- Founder of social enterprise that aims to tackle the cultural issues around consent, sexual assault, and harassment by sharing real experiences and stories through comics and letters to help friends of victims provide victims with a good support system.
- Awarded the NUS Innovation & Enterprise Practicum Award (value of SGD10,000).

EX.CO, formerly Playbuzz (Advertising-Tech Start-up, New York City, US)

Aug 18 – Jul 19

Marketing, Storytelling Team

- Conducted interviews for user research and developed product mock-ups, conceptual models, website wireframes and presented evidence-based user experience and product recommendations.
- Rebranding: From conceptualising the design, messaging, and naming to conducting in-depth competitor analysis for brand positioning and making informed decisions.
- Generated crucial C-suite leads for the sales team through B2B marketing efforts, from creating unique company SWAG at Advertising Week 2018 to organising successful events such as at OMD Nielsen and receiving impeccable praise on the quality of execution from potential clients.
- Created live content for client campaigns (LEGO, Macy's, Warby Parker, Egglund's Best, Zipcar, Hungarian Tourism, etc.), mock-ups for campaign proposals, client meetings (Coty) and landing pages for the US and UK market which contributed to hitting KPIs and increased lead generation.
- Conceptualised and delivered effective internal communications within the company of 6 offices worldwide; from consolidating updates from the different companies and synthesizing them into concise newsletters and quizzes to conveying rebranding updates and involvements efficiently.

Stylo Industries (Fashion-Tech Start-up, Singapore)

Jan 18 – Feb 18

Business Development and Marketing Intern

- Conducted Product and Market Validation through on-the-ground user research and interviews.
- Strategised product direction through constant brainstorming and iteration testing.

NUS Business Analytics Centre (College, Singapore)

Aug 17 – Jan 18

Marketing and Communications Intern

- Produced corporate, event videos from scratch (filming, editing) and written for event coverage.
- Designed marketing collaterals, brand guidelines, and branding templates.

Loshberry Code Studio (Edu-Tech Start-Up, Singapore)

May 17 – Jul 17

Growth Hacking and Marketing Intern

- More than doubled Social Media followers using successful viral marketing campaign techniques.
- Created original video series on Ozobot (a robot used in class) and gained significant attention, including the company that invented the Ozobot.
- Analysed and proposed recommendations to improve UI/UX of website.

Apparella (Fashion Start-Up, Singapore)

May 17 – Aug 17

Graphic Design and Marketing Intern

- Directed and organized a fashion shoot and POP-UP events, successfully launching the new line.
- Revamped website banner and developed marketing materials for publicity campaigns.

ACHIEVEMENTS

- 1st Prize Winner of Wakefern Challenge – Best Innovative Community/ Tech Hack at HackRU Spring '19
- 1st Runner Up for The 15th SoC Term Project Showcase (STePS), CS3216: Team Ora
- 2nd Runner Up (1st in category) at the Singapore Airlines AppChallenge 2019 (out of 528 teams)
- Communications and New Media Class of 2020 Class Champion and Ambassador (Ask Me Anything)
- Project Director for Operation S.T.A.R. 2018, an initiative helping children with incarcerated parents
- Vice President of NUS Prototyping Club in AY 17/18
- Marketing Director & Assistant Vice President of NUS Entrepreneurship Society from 2016 to 2018
- Lead Mural Painter of NUS Arterio (Art Club) in 2018
- Released original song on Spotify, designed album art and performed for Kent Ridge Inspire AY 19/20

SKILLS

UI/UX

- Prototyping software: InVision, Figma, Adobe XD, Sketch
- User research/ study, User journey design, Storyboards, Information design
- Usability testing and metrics evaluation



Graphic Design

- Adobe Photoshop, Illustrator, Premier pro, InDesign
- Branding, Web, Print, Logo, physical product design
- After effects, Video Production



Software and Hardware

- Front end programming: HTML, CSS, JavaScript
- Arduino, C, Unity, Python

