

Carmen Lum

UX Designer

Profile

I am a UX designer with 5 years' experience as a creative designer in the advertising, ecommerce and gaming industries. Seeking a role that involves conceptual and collaborative elements, in addition to design, I transitioned from traditional design to UX. I possess a strong proficiency in visual and verbal communication, pay close attention to detail, and take full ownership of my work. My innate curiosity and analytical nature enable me to ask probing questions and understand various perspectives. I am adept at collaborating with marketing, product and other cross-functional stakeholders, balancing the needs of users and the business, and working in a fast-paced environment. In my free time, I am playing video games or watching cat videos online.

Skills

User research

Prototyping

Graphic design

Communication

Information architecture

Usability testing

Adobe Creative Suite

Critical thinking

User interface + visual design

Figma

Problem solving

User empathy

Wireframing

Illustration

Collaboration

Presentation skills

Key Achievements

Rently, Singapore (pro-bono UX client project)

- Redesigned Rently's onboarding flow and website structure to increase customer understanding of services and user acquisition rate. Used learnings from user research, usability testing, competitive analysis and Rently's business objectives to inform designs. **Several design suggestions are already being implemented by Rently.**

Secretlab, Singapore

- Lead illustrator and product designer for inaugural edition of Secretlab angbaos, designing angbaos with recipient's experience in mind.
- Designed and adapted product launch visuals with consideration for web and mobile constraints, ensuring seamless integration on Secretlab website.

Zenyum, Singapore

- Lead IC for customer EDM flow redesign: applied empathy and user-centered approach to align EDM content with customer needs throughout customer journey.

PROTOCOL, Singapore

- Product designer for Meiji Seika Singapore's Amino Collagen website rebrand



UX Case Studies

Rently | General Assembly Client Project (Jan 2024 - Feb 2024)

Please see "Key Achievements."

[View case study](#)

Far East Flora | General Assembly Project (Dec 2023)

Redesigned website and conceptualised new website features to meet user needs. Showcased how design decisions were informed by user research, usability tests, competitive analysis and interface design principles.

[View case study](#)

Work Experience

In my career thus far as a creative designer, I have developed a proficiency in the following programs:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Google Docs, Slides and Sheets

Creative Designer | Secretlab, Singapore (Oct 2020 - May 2023)

In addition to tasks outlined in "Key Achievements," my work responsibilities also included:

- Lead designer for Signature product press releases and reviewer's guides
- Ideation and design of visuals for product launches and sales, from conception to launch
- Collaborating with multiple stakeholders, presenting concepts and gaining their buy-in

Graphic Designer (Singapore/Malaysia) | Zenyum, Singapore (Apr 2020 - Sep 2020)

In addition to tasks outlined in "Key Achievements," my work responsibilities also included:

- Lead designer and art director for SG/MY marketing: tailored social media content to be localised and relatable to Singapore/Malaysia audience, with aim of growing brand's social media presence in the region
- Ideation and design of several marketing campaigns from conception to launch
- Collaborating with multiple stakeholders, presenting concepts and gaining their buy-in

Creative Designer | PROTOCOL, Singapore (Oct 2018 - Mar 2020)

Conceptualised and designed social media content for Meiji Singapore, Transitlink, Nature's Farm, and more. Notable projects include Meiji Seika Singapore's Amino Collagen website rebrand and Transitlink's social media rebrand.

Education

UX Design Immersive (UXDI) Bootcamp | General Assembly

Singapore, Nov 2023 - Feb 2024

Adobe Certified Associate (Photoshop) | Adobe

USA, 2018

Bachelor's of Fine Arts Illustration | Savannah College of Art and Design

Savannah, Georgia, USA, 2018

