

Edwin

UI/UX Designer

Base in Singapore

www.edwinkoh.me/homepage.html

10 +

YEARS OF EXPERIENCE



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I am a passionate **UI/UX designer** with a keen eye for creating intuitive and visually appealing digital experiences.

With a blend of creativity and user-centered design principles, I strive to craft interfaces that not only look stunning but also function seamlessly.

Education & Experience

Aug 2021 - Nov 2023

Senior UI/ UX Designer

Born Group

Involved in various pitches such as Bridgestone, Network, Dufry and Jackson. Also collaborated with Aditya Birla to create two brands' website (Louis Philippe & Peter England)

Jan 2019 - Jul 2021

Product Designer

Carigos

Design an platform for freight like Agoda that user can get competitive rates at a go.

Help with the marketing team on brochures, EDM and event materials.

Jan 2019 - Jul 2021

Caregiver

Caregiver

Caregiver for loved one.

Aug 2018 - Nov 2018

Product Designer

NTUC First Campus

Design an internal platform to facilitate enrolling and to update status of the children that have enrolled, eg (daily temperature, results and school fees management software).

Conducted workshops like cards sorting and users requirements gartering with stakeholders.

Jul 2016- May 2018

Design Manager

Enterprise Singapore

Created webpages and social media posts to support marketing team.

Worked with external vendors to create Enterprise Singapore's website (Merger of International Enterprise and Spring)

May 2015 - Jun 2016

Senior Designer

Web Professional House Pte Ltd

Worked on several pitches, eg (Temasek, CPF, SBS and Nparks)

Worked on a web application (DVP) for Treasury to showcase their data findings. This application worked with Tableau plug-in acts as a framework for users to upload and create data visualisations online.

Give guidance to younger members of the team.

May 2014 - Mar 2015

Creative Lead

Mob Mentality Labs

Helped to generate and incubate application ideas as well as converting them to actual applications.

Apr 2014 - May 2014

Junior Art Director

Greys

Worked on 360 degree pitches for brands like GSK, Panadol, Scotts and Horlicks and website revamp for LaSalle.

Also worked social media ideas for Ferraro Rocher and Metro to increase their fan base and increase awareness through creating new campaigns and posts.

Jul 2010 - Feb 2014

Senior Interactive Designer

Possible

One fo the founding design team member in SAP account.

Designed mobile application concepts to enable pre-sales team to sell their products.

Lead and guide younger members of the team.

Jul 2009 - Jul 2010

Bachelor of Communication Design

RMIT-SIM

Jun 2007 - Jun 2009

Multimedia Designer

ShareInvestor Pte Ltd

Worked on projects from annual reports to creating better user experience interfaces.

Jul 2005 - Jul 2007

Diploma in Digital Media Design

Nanyang Polytechnic