

- Little Ting Creation -

UX Designer



Hung Sheau Ting (Xiao Ting)

littletingcreation@gmail.com | +6017 5678 327

<https://ux.littletingcreation.com>

passionate about improving the lives of others through design. I enjoy learning new things and love meeting people who are motivated and like to share their ideas with others.

SKILLS

Figma
 Adobe Creative Suite
 Shopify
 Wordpress
 ChatGPT

Functional Wireframes
User Interface Design
Interactive Prototype
HTML CSS
Responsive Web

User Research
Usability Testing
Information Architecture
User Flows
Analysis

EDUCATION

User Experience Design Immersive | General Assembly

Mar - May 2022

- A 10-week part-time program that covers the UX process from research to front end development fundamentals.
- Tailored my previous Graphic Design experience to the UX field to create effective, intuitive experiences.

Bachelor of Communication (Hons) Advertising | UTAR

2012 - 2015

- Covers advertising-related media skill ranging from graphic, motion graphic, website design to 3D rendering

EXPERIENCES

Senior Designer cum Digital Marketing | TCCO

Apr 20' - Current

- **Conceptualize and design graphics** from initial sketches to final artwork for a variety of products.
- Generate, design, and refine product **mockup images**, ensuring high-quality visuals.
- **Enhance SEO** and visibility by crafting SEO-friendly file names, alt text, and utilizing Shopify metafields. Manage blog posts and local event listings to boost SEO and user engagement.
- Achieved a **top 5 ranking on Google** for relevant searches, increasing site traffic and visibility.
- Design and distribute **weekly newsletters**, driving a 20% increase in orders and revenue.



UI UX Designer | Malcan Technologies

Sept 22' - May 24'

- **Draft, design, and prototype the product app**, including wireframes and high-fidelity designs.
- Conduct in-depth **usability testing** to refine app functionality and enhance user experience.
- **Implement feedback** to continually improve and optimize the product app.
- Create dynamic **illustrations** and **JSON animations** to elevate the mobile app's UX.
- **Design and architect ERP systems** for production environments.
- **Collaborate with marketing** to design visually compelling web pages.
- Provide **extensive support for internal graphic design** needs, including packaging, user manuals, catalogs, and more.

Web UI Designer | Time Planet

Jun 21' - May 22'

- Revamp the Techmarine Exchange **website UI** for both web and mobile using WordPress WooCommerce.
- Standardize and **enhance product visuals** across the platform.
- Conduct **product photography**, post-process images, create website headers, and manage product uploads.

Desktop Artist cum Designer | Sonic Prints

Aug 16' - Oct 17' &
Dec 18' - Dec 19'

- Conduct final checks and prepare artwork for **print production**.
- Convert artwork into printable formats and **execute finishing tasks** like paper cutting, sticker mounting, and banner installation.
- Create **advertising artwork** materials.

3D Artist | SGK Schawk

Jan 15' - May 16'

- Generate **photorealistic renders** of packaging artwork for clients using advanced 3D rendering software, including major brands like Coca-Cola, P&G, and Unilever.
- **Visualize packaging concepts** based on initial design sketches.
- Transform provided CAD data into lifelike renders for enhanced visualization.

APP PUBLICATIONS



EVIE Bikes

Experience the ultimate riding companion for EVIE riders and elevate your urban adventures with the EVIE app!

2023