



alyssa a. tawin

UX digital creative

Nice to meet you! My name is Alyssa, a versatile UX digital creative dedicated to creating impactful designs and meaningful solutions. When not in the digital realm, I indulge in retro interests like 90s music and vintage video games.

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education

2010 - 2014

Goldsmiths, University Of London

Bachelor of Arts (Hons) 2nd Class Upper

Graphic Communication

2008 - 2010

Institute of Technical Education (ITE)

Nitec Certificate

Digital Media Design

skills

User Experience

- UI Design
- UX Design
- Design Thinking
- UX Writing
- Wireframing
- Hi-Fidelity Prototyping
- Agile workflow

Graphic Design

- Art Direction
- Branding
- Illustration
- Publication design
- Print & production
- Digital campaign assets
- Presentation design (PPT/Slides/InDesign)

Tools & Softwares

- Adobe Creative Suite
- Figma / Figjam
- Webflow
- Weebly
- SquareSpace
- Microsoft Office Suite
- Google Suite
- Slack

experience

May 2022 - Feb 2023 (Contract)

Section

Senior UI Designer (User Experience)

- **UX Solutions:** Collaborated with Leads on enhancing the web experience for Sentosa, focusing on optimizing user flows and scenarios.
- **UI Design:** Ensured consistent UI design across various platforms, setting up responsive breakpoints for developers to follow.
- **Design System:** Assisted in managing the Sentosa web design system, meticulously organizing and preparing variant components on Figma.
- **Web CI Guide:** Developed an interactive Web CI Guide on Figma, working in partnership with GOVT to create a unified brand and web guide.
- **Sentosa Shop:** Presented the proposed UI and UX direction for the new Sentosa shop front.
- **Islander (Web):** Initiated and established the UI design approach for both the web and app versions of Islander.

Apr 2021 - Apr 2022

Equinix Inc.

Senior Associate UX Designer (User Experience)

- **Design system:** Collaborated with the Design System team by conducting research on loading states and developing the icon library and date picker component for the Equinix Figma library.
- **UX Solutions:** Redesigned the IBX data center access permissions for the PSIM (Physical Security Identity Management) project, incorporating multi-level access and scheduling. *Project Awarded: Equinix Powerhouse Award - Customer Obsession*
- **Graphic design:** Offered adhoc graphic design support to the Equinix UX team.

Jun 2020 - Dec 2020 (Contract)

Canopy

UI/UX Designer - Contract (User Experience)

- **Canopy Platform:** Collaborated on redeveloping Canopy Software (Manager & Self Service), utilizing research, wireframing, and prototyping to enhance user experience.
- **Canopy Website:** Improved the marketing website by ensuring responsiveness and providing art direction for a visually appealing experience.
- **Canopy Mailer Templates:** Designed e-mailer templates (onboarding, client additions, integration tutorials, etc.) using SendGrid to streamline communication with users.

Oct 2018 - Dec 2020

4xLabs

UI/UX Designer (User Experience)

- **4xLabs:** Led company and product rebranding, including logo redesign, product proposals, corporate collateral development, and online presence enhancement.
- **Biz4x:** Revamped marketing website, proposed new features based on client feedback, contributed to Accounting feature development in Biz4x 3.0 update, and implemented minor iterations.
- **Send4x:** Conducted user and competitor research, optimized user experience through user flows, developed brand identity, including site interface and visual assets. (Top 40 SME Finalist, Fintech Awards 2019.)
- **Digitalization:** Presented comprehensive digital solution for Money Service Businesses, including interactive kiosk, customer acquisition website, mobile app, and multi-currency card.

Jun 2016 - May 2018

Media Labs Innovation

Creative Art Director (Digital Design)

- **Team & Project Management:** Oversaw the Design department, focusing on delivering outstanding digital experiences for clients such as SITAONAIR, Furama International, TransitLink, TAFEP, and Omron Healthcare.
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- **Digital Campaigns:** Collaborated on strategic product campaigns for esteemed brands in the Asia Pacific Market, including Zebra Technologies, Getty Images, and McGraw-Hill Education.
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- **Proposals & Presentations:** Created persuasive pitch decks and comprehensive project proposals, utilizing proficient copywriting and visually captivating assets for enhanced presentations.

Dec 2014 - Sep 2015

Aesthetic Medical Holdings

Digital Graphic Designer (Digital Design)

- **Web Design:** Revamped PPP Laser Clinic website with responsive design and UI enhancements for improved user experience.
- **Project Management:** Managed web tasks including content updates and front-end refinements, ensuring a polished and up-to-date website.
- **Interactive Design:** Created engaging clinic assets like in-clinic displays, nurse service charts, and registration materials to deliver an interactive experience for visitors.