

Tabitha Tan

tabithatxc.com

tabithatxc@gmail.com

linkedin.com/in/tabitha-tan

Work Experience

Singapore Press Holdings UX Researcher

June 2020 - Present, SINGAPORE

Currently independently managing UX projects, providing internal UX research consulting services, crafting strategy and creating wireframes. Collaborate daily with stakeholders to improve the usability of a range of existing products such as the SPH eShop (e-commerce), Zaobao.com (digital newspaper) and Straits Times Schools (education). I am also in the process of spearheading discovery research for two new products.

Fluent Interaction UX Researcher Intern

June 2019 - Dec 2019, LONDON, UK

Took on UX consulting role for clients in the finance, entertainment and tech industry. I conducted quantitative and qualitative research techniques on a daily basis, such as: workshops, survey analysis, A/B testing, focus groups, interviews and remote and in person usability testing.

Spitalfields City Farm Individual Project

June 2019 - Dec 2019, LONDON, UK

Devised an augmented audio guide that allowed visitors to learn more about the farm through embodied interaction - listening to audio clips, engaging in social interaction and performing physical activities. I owned the end-to-end UX process from research with stakeholders to development and evaluation.

Highsnobiety Creative Strategist

Jan 2016 - Aug 2018, BERLIN, GERMANY

In charge of concepting, designing and pitching creative media campaigns to clients. This required market research in the field to uncover insights to drive clients' key business goals. I also managed a team of three to develop new features for a newly launched online store and improve its workflow. This resulted in a 32% increase in customer satisfaction.

UX researcher from Singapore. Driving sustainable growth through UX strategy, ops and design.

Education

MSc Human-Computer Interaction (Distinction)

Sep 2018 - Jan 2020, LONDON, UK

City, University of London

B. Soc. Sci. (Hons.)

Aug 2009 - Jun 2014, SINGAPORE

National University of Singapore.

Comms & New Media. Top 5% of cohort.

Skills

Research: Surveys, interviews, focus groups, workshops, field studies, heuristics, cognitive task analysis, web analytics, quantitative analysis

Testing: Remote, usability, A/B and multivariate testing

Design/Ops: Figma, Adobe creative suite, InVision, Sketch, AxureRP, Jira, Certified Scrum Product Owner

Development: HTML/CSS, Webflow, web development best practices knowledge

Languages

English: Native, **German:** B2,

Mandarin: Fluent