



BLISS NG

**USER EXPERIENCE, INTERACTION, AND
STRATEGIC DESIGNER**

DETAILS

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HELLO,

I'm Bliss, a strategic UX/IX designer. I aim to give people great, valuable and meaningful experiences, regardless of what they're using.

MY EDUCATION

Auckland University
of Technology (AUT)

Master of Design, Distinction

Nanyang Technological
University (NTU)

Bachelor of Fine Arts in Interactive Media, Honors

MY WORK EXPERIENCE

Feb '17 to Current

**Spark New Zealand
UX Designer**

- Solution and concept validation
- Discussion of requirements with various parts of the business including stakeholders
- End to end journey, logic, and customer mapping
- Wireframes (low to high fidelity), rapid prototyping, testing, and interpreting data for iteration
- Contributing to test scopes and participating in testing as an observer
- Detailed design, including interaction and visual design

Jul '14 to Feb '16

**MatchMove Pay Pte Ltd
Interactive Designer**

- Journey and customer mapping, working with product owners to improve the current usability and flow
- Wireframes (low to high fidelity)
- Detailed design, including interaction and visual design
- Advertising and print design, including marketing materials such as banners and product packaging



MY WORK EXPERIENCE (CONTINUED)

2013-2018

Various companies: Ambit, Healthmark, AGSC, Vansh Games, etc.

Freelance designer

- Adaptation and redesigning of current materials
- Brand material designs: Business Cards, Letterheads, etc.
- Character illustration design
- Digital assets for websites, EDMs, etc.

Jan '14 to Jul '14

Mint Interactive

Part time Interactive Designer

- Updating and maintenance of websites for clients
- Conceptualization and creation for digital channels such as websites and EDMs
- Propose and present on conceptualized designs

TOOLS I USE



Sketch



Photoshop



Illustrator



HTML5



CSS3



Pen &
Paper



Post-its!

**Thank you,
hope to hear from you soon!**