



BLISS NG

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

DETAILS

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HELLO,

I'm Bliss, a strategic UX designer. I aim to collaborate with businesses to champion the customer, promote design thinking, and give people great, valuable and meaningful experiences.

MY EDUCATION

Auckland University
of Technology

**Master of Design, Dean's Award for Excellence in
Postgraduate Study**

Nanyang Technological
University (NTU)

Bachelor of Fine Arts in Interactive Media, Honors

MY WORK EXPERIENCE

May '19 to Current

**Tower Insurance
Senior UX Designer**

- Encouraging and bringing design thinking throughout the business through active collaboration and facilitating workshops
- Leading various projects and design works
- Working with different parts of the business to understand requirements and work to bring the customer experience to a higher level
- Leading and facilitating customer testing, generating reports to form actionable insights
- Analyzing data and collaborating with the business to improve CRO and to inform design decisions
- Collaboration within the design team and squads to define design standards and ways of working
- Designing of wireframes, interactions, and user journeys





MY WORK EXPERIENCE (CONTINUED)

Feb '17 to May '19

Spark New Zealand **UX Designer**

- Solution and concept validation, workshop facilitation
- Collaborating with the business for requirements and to encourage design thinking
- End to end journey, logic, and customer mapping
- Wireframes (low to high fidelity), rapid prototyping, testing, and interpreting data for iteration
- Customer testing: defining test, writing test scripts, observation, and facilitation
- Detailed design, including interaction and visual design
- Collaborating with the design team to implement and champion a design framework and design standards

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

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.





MY WORK EXPERIENCE (CONTINUED)

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
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SOME OF THE TOOLS I USE



Sketch



Adobe Suite



InVision



HTML5



CSS3



Pen &
Paper



Post-its!

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