

# Tan Huei Suen

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## PROFESSIONAL SUMMARY

UI/UX designer with 2 years of commercial experience in B2C and enterprise B2B products. Strong communicator, problem solver, analytical thinker, and leader.

## SKILLS

Figma, XD, Miro, Google Analytics, Hotjar, HTML, CSS, Reactjs, Qualitative Research, Quantitative Research, A/B Testing, Loop11, User Research, Usability Testing, Empathy Mapping, Web Design, AGILE, LEAN, Git

## EXPERIENCE

UI/UX Developer, Soon Aik Global Pte Ltd

July 2021 - Present

- Researched and prototyped 150+ UI screens for FILON in 8 months, an end-to-end ERP, OMS and multi-vendor marketplace portal to digitalise 90% of processes to increase productivity by 60%
- Prepared and facilitated in-person and virtual UX workshops i.e., focus group, brainstorming, card sorting, user flow mapping, for multiple projects including FILON, WMS Mobile App and streamlining e-commerce's product information architecture for more than 1,000,000 SKUs
- Built a Design System using Reactjs to standardise UI components for 20+ company websites and co-create guidelines with IT department ensure compliance with WCAG 2.0 standards
- Implemented Hotjar, Google Analytics and Google Tag Manager on 20+ company websites which led to proposing fix for of poor product search usability that brought 40% increased conversion
- Mentored and onboarded an intern for web design and developer role

Freelance UI/UX Design & Web Development, heysuen.com

May 2020 - Present

- Served 7+ clients and completed 10+ projects in website/UI re-design and development, usability audits, UX design & strategy consultations and workshops that improved client's profits by 50%.

Human Computer Interaction Research, Singapore Management University

Aug 2020 – Dec 2020

- Prepared 15-page paper and presented to panel after two iterations of research and testing of interface for blind users in Reactjs

UI/UX Designer Intern, 9cv9 Pte Ltd

May 2020 – Jul 2020

- Used surveys and A/B testing to design 30+ features for 2-sided candidate-employer management portal in desktop, tablet and mobile with LEAN UX sprints, increasing user acquisition by 30%

## EDUCATION

BSc (Information Systems), Singapore Management University

Aug 2017 – May 2021

## VOLUNTEER

Usability and Content Audit, Phoenix Houses of California

Oct 2021 - Feb 2022

## PUBLICATIONS

- [‘The efficacy of collaborative authoring of video scene descriptions’](#), ASSETS '21: The 23rd International ACM SIGACCESS Conference on Computers and Accessibility, Oct 2021
- [‘Uncovering patterns in reviewers’ feedback to scene description authors’](#), ASSETS '21: The 23rd International ACM SIGACCESS Conference on Computers and Accessibility, Oct 2021