



PROFILE

I'm a 26 year old aspiring UI/UX designer with **3 years of experience** in the web design industry. I'm an enthusiastic, versatile quick learner, who enjoys challenges & able to work cooperatively or individually. I'm fluent in English, Bahasa Malaysia, HTML, CSS & decent in Mandarin & Javascript. Designing is my forté & coding is my cup of tea, but my obsession is understanding human interaction with the products they use & how to make it better for everyone.

Bachelor of Arts (Hons) Graphic Design & Multimedia

Graduated from University Tunku Abdul Rahman (UTAR) in the Year 2016

EXPERIENCE

Trainee Graphic & Web Designer

January - August 2016

O2O Digital (KL) Sdn Bhd

Web Solution Company, that builds websites, Ecommerce sites & does a little digital marketing at the side

Primary Task

- Manage & update design contents for clients' Ecommerce site
- Assist web designer / developer in major overhaul of company's O2O Ecommerce Platform
 - Improve UI & update features & patch bugs
 - Manage & redesign ecommerce site templates
 - Research & analyse competitors' platform
- Design digital advertisements for company branding & marketing

Secondary Task

- Design website mock ups for project pitching
- Outdated website design enhancement & restructuring to support responsive
- Copywriting: Taglines & translation

Web Designer

26th September 2016 - 1st July 2019

Locus-T Sdn Bhd

Google Premier SME Partner-Digital Marketing Agency, majoring in PPC, SEO, web development & B2B site setup, design & optimisation, most notably on Alibaba.com

Primary Task

- Create high-fidelity website / landing page mock up with mobile first approach, while taking into consideration the technical limitations, user experience & fundamental frameworks involved
- Design Google Display Banners (GDN), Gmail Remarketing Banner, Facebook & Instagram banners based on set optimal requirements & A/B testing results for pay-per-click digital campaigns
- Produce mobile & desktop Alibaba Minisite designs that attracts greater organic traffic to the site
- Advice project managers on design & technical problem-solving when dealing with clients
- Assist front-end developers during development phase as to speed up the production process

Secondary Task

- Code mock ups into functional prototypes & carry out migration to official domain & hosting for publishing
- Supervise interns & junior designers to achieve quality standards
- Copywriting: Microcopy for precise word alignment in the designs
- Help technical support in fulfilling complex requirements from clients

Toolsets & Abilities

- Adobe Softwares: Photoshop, Illustrator, InDesign, Premiere Pro, Adobe XD
- Experienced in Sublime, FileZilla, Cpanel, Google Analytics, Google Web Designer & G Suite
- HTML, CSS & Javascript with a pinch of PHP
- Wireframing & Persona Design Method
- Operating Wordpress, Alibaba.com, OpenCart & Joomla CMS as well as handling Bootstrap framework

I played a vital role in the successful launch of O2O Ecommerce 2.0 within the short span of 2 months

I've completed approximately:

168 Website & Landing Pages
131 Digital Campaigns
227 B2B Sites

SKILLS

My portfolio website from scratch:
timothytan.decode-io.com