

# Jasmine Ng

DIGITAL AND UI DESIGNER

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Dear Hiring Manager,

I have been in Digital and Web Designing since 2004. Although I have been in this field for more than 10 years, I still have immense enthusiasm and passion in doing what I really like.

In my day-to-day work, I have enjoyed exploring ideas in developing customized interfaces that demand accessibility and usability of the digital product, including responsive web designing, edm, digital banner, ecard etc. I have gained a lot of satisfaction by helping my clients to solve complex objectives while designing these digital products. This job satisfaction has enticed me to do digital design for so many years. I am also organised and capable of multi-tasking to meet multiple and concurrent deadlines.

Other than working in Digital and Web Designing, I have also been studying mobile app UI designing since last year. I have attended courses on UI/UX, and on top of that, I have also been actively attending online tutorials on related courses, such as Adobe XD and Figma.

I am confident that my years of work experience in digital design provides me with the skills and abilities to successfully fulfil this position.

I sincerely hope that you will be able to give me an opportunity to take up this position. I look forward to hearing from you soon to set up an appointment at your convenience.

Please refer to my attached resume and [portfolio](#) for a detailed look at my skills and experience. Thank you for your time and consideration.

Sincerely,

*Ng Foon Mun*

Jasmine Ng Foon Mun  
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## CONTACT

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## SKILLS

- Digital ad and website design
- User Interface Design
- HTML and CSS
- WordPress Betheme
- WordPress Elementor
- Google web designer
- Adobe Creative Suite
- UI/UI design tools: Adobe XD, Figma, Marvel and Whimsical

## EDUCATION

### Bendemeer Secondary School

Jan 1986 - Oct 1990  
GCE N Level

## CERTIFICATION

### HFI UX 1 – Usability Engineering Course

Nov, 2020

### Introduction to User Experience Design at Smartcademy

Oct, 2020

### Responsive Web Design Techniques at ACE Training Centre

Aug, 2018

### NICF - Digital User Experience Design at National University of Singapore

Jul, 2016

## PROFILE

I am a professional digital and web designer with over 35 thousand hours of high level of design experience. I collaborated and have worked on 60 multiple web-based campaigns worth over 55 million dollars over the past 10 years.

## EMPLOYMENT HISTORY

### SENIOR WEB DESIGNER

Singapore Press Holdings | *Dec 2016 to Aug 2020*

- Designed and built sleek, functional websites across various digital platforms to enhance and strengthen user experiences and created an innovative UI design.
- Active listener who defined and collected user requirements and translated into project mock-up designs, prototypes, and implementation in building websites.
- Effective in multi-tasked across multiple digital focuses such as website, edm, dynamic digital banner, social media graphics, HTML 5 animated banner, and Infographic.
- Proficiency in Adobe software including Photoshop, Dreamweaver, Illustrator, After Effects, Animate CC, and other visual design tools.
- Capable of meeting multiple and concurrent deadlines.
- Collaborated with the marketing department in designing print ads, brochures, exhibition backdrops, pull-up banners, and other marketing materials.

### WEB DESIGNER

Singapore Press Holdings | *Nov 2012 to Nov 2016*

Same as above

### WEB DESIGNER

Yellow Pages Singapore | *Dec 2005 to Oct 2012*

- One of the team members involving the design of the Yellow Pages Singapore Portal site and Yellow Pages Ecommerce site.
- Created wireframes, screen-flow diagrams, and UI spec documentation.
- Created websites using HTML and CSS.
- Conceptualized, planned, and executed original designs for a wide range of digital properties, including website, animated banners, and Edm.

### SALES SUPPORT SPECIALIST

Yellow Pages Singapore | *Jan 1995 to Nov 2005*

- Monitored deliveries by checking merchandise against invoice paperwork and notifying supervisors of discrepancies.
- Collaborated with sales team members to complete accurate orders and resolve item issues.