

Low Boon Siong

(刘文雄)

Senior Digital Experience and Services

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Singaporean

Introduction

I am a UI/UX designer with over 20 years of experience in conducting user research, usability testing, and data analysis. I have worked on various projects in different domains, such as e-commerce, telecommunication, and museums. I have a strong background in design thinking and user-centred design principles.

I am proficient in using tools such as Figma and Adobe Suite software to create wireframes and mockups. I am also proficient in Google Tag Manager and Google Analytics 4 for user behaviour tracking. Currently doing self-study on Microsoft Power BI for data analysis and part-time Specialist Diploma in Cybersecurity at Nanyang Poly. I am passionate about understanding user needs, behaviors, and motivations, and translating them into actionable insights and recommendations.

Portfolio

Website

www.lowboonsiong.com

Design Artwork (PDF)

www.lowboonsiong.com/boonsiong_portfolio.pdf

General Skills

- Excellent time management and communication skills.
- Able to articulate ideas, designs, and suggestions with great attention to detail.
- Work independently or collaboratively with a team in an agile development environment.
- Fluent in English and Mandarin - speaking and writing.

Key Skills & Competencies

Software

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Animate
- Movie Studio 16.0
- Adobe Lightroom
- Microsoft Office

Research & Design

- Wireframe, Sketching and Storyboarding and prototyping
- User Research, Usability Studies and User Journey
- Responsive design for mobile and desktop
- Low to High-Fidelity Design
- Search Engine Optimization and Search Engine Marketing

Data Analysis & Programming

- HTML 5, CSS3 & Javascript
- PHP & MySQL
- Knowledge of framework libraries such as Restful API, React, NEXT.js and JQuery.
- Microsoft BI
- Google Analytics 4 & Google Tag Manager

Career Highlights

Senior Digital Experience Officer

Science Centre Board

Oct 2023 – Current

Responsible for the overall User Interface and User Experience (UI/UX) of the organization's digital assets and enhancing experience via online channels.

UX/UI & Customer Experience Designer

Children's Museum Singapore (under National Heritage Board)

Apr 2021 – Feb 2023

Reason for leaving: End of Contract

One of my portfolios at the National Heritage Board as a Customer Experience Designer was designing the visitor journey and analysing visitors' behaviour online and offline. Identify the pain points and work out possible and research good solutions for the teams.

Design

- Design mockups and wireframes using tools such as Figma or Adobe XD to illustrate how sites function and look.
- Developing a wide range of designs including journey maps, storyboards, user interfaces, visual design, wireframing and low to high-fidelity prototyping.
- Solving complex design problems by creating UI/UX guidelines with best practices or patterns through data and situational logic.
- Applying UX strategies to design solutions, especially in mobile-first and mobile-responsive designs.
- Communicate effectively with the development team to ensure the final design meets business users' expectations and visitors' experience.

Project Management

- Analyse user pain points and provide user-centric solutions to the team.
- Identify suitable research methods and conduct thorough research to gain insights for problem-solving.
- Translating complex technical requirements into visual prototypes/sketches to improve communication collaterals between business users and developers.
- Encourage an open design process to solicit user feedback as part of the design workflow.

User Research

- Facilitate workshops, and conduct usability testing, user observations and interviews to uncover personas, users' needs and behaviours to improve user flows.
- Implemented long-term effective user research strategies to ideate, redesign or improve existing projects.
- Design and implement data tracking plan using Google Tag Manager with Analysis 4 to generate master data reports such as web traffic and events click-through rate.

Design and Tech Research

- Enhanced the experience for online and offline platforms with research on 'phygital' technologies such as HolonLens (XR), and Online Virtual Reality (VR).

Achievements at Children's Museum Singapore (National Heritage Board)

Speaker for Digital Services Award Ceremony 2022

Established an efficient SOP to improve overall government digital services. Invited by GovTech WOGAA as a speaker for Digital Services Awards 2022.



Digital Service Awards 2021 & 2022

Led a team to improve digital services at the National Heritage Board. Won 5 Whole-of-Government Digital Awards between 2021 & 2022.



Maze@Padang Minecraft Programme

Project Lead of Minecraft gamification projects for the National Heritage Board (NHB). Program school trial at Tao Nao Primary



SWITCH Conference 2022

Showcase NHB gamification project at SWITCH Conference 2022



Children Museum Singapore Minecraft Virtual World

Designed and developed proof-of-concept NHB's virtual museum



National Heritage Board EPIC Award Winner

Values (EPIC) Award winner 2022 at National Heritage Board. Voted in from HQ divisions and museum colleagues.



Testimonials

Hi [REDACTED]

We spoke about Boon Siong's role in FM's recently launched Travelling Exhibition and Public Call project.

My colleagues have written to [REDACTED] and [REDACTED] about his exemplary support, customer centricity and sense of initiative for the microsite, and before that for the Home, Truly exhibition.

His attitude and UX advice surpassed that of the vendors.

At our 2023 exhibition workshop today with our foreign consultant, even though it was focussed more on storytelling than visitor experience, my colleagues and I were pleasantly surprised that Boon Siong was not afraid to share his views and to participate actively, and gave good ideas and insights.

For your info please.

Thank you!

Hi [REDACTED]

I just want to share our gratitude to Boon Siong for his exemplary support to FM for the travelling exhibition's website as well as other matters.

His attitude has been great and his UX advice is better than what the vendors have provided.

He is definitely an officer who goes above and beyond to assist others.

Thought to let you know - [REDACTED] and [REDACTED] fully agree with me as well! 😊

Self-employed as UI/UX Designer and Front-End Developer (including contract works)

Jan 2003 – Mar 2021

- Designed and developed more than 120+ websites for MNC, SMC and Government
- Analysis and generated data reports using Google Analytics 4. Integrated search engine optimisation (SEO)
- Create visual design (e.g. Electronic Mailer, Banners and eCard) and graphic user interface elements (e.g. menu for desktop and mobile, widgets, navigation buttons, tables and graphs)
- Design wireframe to plan and organize content and functionality of the user interface.

Art Director @ Meramedia (Qatar - Doha)

Sept 2008 – Sept 2009

Reason for leaving: Relocated back to Singapore

Leading creative on a team of 3 to create concepts, visual mockups and brand identity.

Education & Certifications

Specialist Diploma in Cybersecurity (ongoing)

Nanyang Polytechnic Singapore

Post-Diploma Certificate in Infocomm Security & Digital Forensics

Nanyang Polytechnic Singapore

Diploma in Digital Media Design

Nanyang Polytechnic Singapore

GCE 'O' level (with 6As Credits)

North View Secondary School

Reference

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Ian Liu

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