

Low Boon Siong (刘文雄)

UX/UI & Product Designer (Digital)

My professional journey spans a diverse range of environments, including early-stage ventures, design agencies, and established corporations as designer, photographer, project team lead, tech tester, user tester and front-end developer.

Personal Profile

me@lowboonsiong.com

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www.linkedin.com/in/lowboonsiong

Singaporean located in Singapore (Khatib)

Introduction

With over two decades of experience in user-centered design, I have honed my skills in translating complex user needs into intuitive and engaging digital experiences across diverse industries, including e-commerce, telecommunications, public sector, multinational corporations, SMEs, and tourism attractions such as museums.

Proficient in industry-standard tools like Figma, Adobe Suite, Google Suite and other design and IT services platforms, I am passionate about leveraging design thinking and user research to create products that truly resonate with users. My experience in both early-stage ventures and established corporations enables me to adapt to various project environments and deliver impactful solutions.

Portfolio

Online Portfolio with 6 main categories : www.lowboonsiong.com

- User Interface (UI) & Frontend Development (*Website and IT application*)
- User Experience & Project Planning (*Wireframe, User Flow & Prototype*)
- Instructional & Learning Design (*Machine Learning (ML), Artificial Intelligence (AI), Game, Video, VR, AR & Training Deck*)
- Graphic (*Logo, E-Mailer, Online Advertising*)
- User Research and Data Analysis (*PowerBI, Google Analytics 4, Google Tag Manager & A/B Testing*)
- Photography (*Product, Event, Wedding and Corporate*)

Photography : www.instagram.com/low.boon.siong

Design Artwork (PDF) : www.lowboonsiong.com/boonsiong_portfolio.pdf

Languages

- **English:** Proficient in writing, speaking, and reading
 - **Chinese:** Proficient in writing, speaking, and reading
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Skills & Competencies Highlights

Core 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.
- Strong communication and interpersonal skills to collaborate with various stakeholders.
- Understand market dynamics, possess a strong analytical and problem-solving ability.
- Enthusiastic about leveraging visual design, editing, and curation techniques to create engaging and impactful content.

Research & Design Planning

- Proven ability to leverage design thinking to empathize with users and identify innovative solutions.
- Extensive experience in designing comprehensive user experiences, encompassing research, wireframing, prototyping, and UI design
- Articulate the product vision, grounded in user research and design principles, to diverse audiences, including team members, partners, and customers

Softwares

- Figma, Adobe XD and InVision (UI/UX Design, Wiring-framing and Prototyping)
- Adobe Creative Cloud Softwares (Photoshop, Illustrator, Dreamweaver & Animate)
- Movie Studio 16.0 (Video Editing)
- Adobe Lightroom (Photo Editing)
- Microsoft Office (Excel with formula, Words, PowerPoint, Outlook etc)
- Visual Studio Code

Data Analysis

- Microsoft BI
- Google Analytics 4
- Google Tag Manager
- Adobe Analytics

Programming Languages

- Knowledge of Restful API
- Knowledge of Python
- HTML 5
- CSS3
- Javascript
- PHP
- MySQL
- React & NEXTJS

Others

- Interactive Design
- Usability Testing
- Design, develop and maintain component libraries
- Design, develop and maintain UI Kits
- Design and develop and maintain design systems

Education & Certifications

Specialist Diploma in Applied Artificial Intelligence

Nanyang Polytechnic Singapore (*Ongoing*)

Part Time course

Certification in AI Ethics & Governance (Associate)

Singapore Computer Society

<https://dashboard.accredify.io/public/assertions/f87f6244-b0fa-4e54-8d29-4d995272834a>

AWS Certified Cloud Practitioner

Amazon Web Services (AWS)

<https://www.credly.com/badges/a9f4eb98-15ce-4f30-af71-0f884029fbf1>

Google Analytics (GA4) Certification

Google Digital Academy (Skillshop)

<https://skillshop.credential.net/04595bb1-09b2-4626-9398-0fcf73dbd2d4>

Google Data Analytics: Professional Certificate

Coursera

<https://coursera.org/share/0d5e2ea52e277de0a5da9ed8188db8f5>

Google Project Management: Professional Certificate

Coursera

https://www.credly.com/badges/160e8a49-98fa-4eb7-8429-192a0abf21ac/public_url

Specialist Diploma in Cybersecurity

Nanyang Polytechnic Singapore

- Post-Diploma Certificate in Infocomm Security & Digital Forensics
- Post Diploma Certificate in Cybersecurity Defence

Diploma in Digital Media Design

Nanyang Polytechnic Singapore

GCE 'O' level (with 6As Credits)

North View Secondary School

Work Experience Highlights

SkillsFuture Singapore

Manager

From June 2024 (Currently employed here)

Reason for leaving

I am seeking a challenging role involving direct user interaction, where I can apply my expertise in user experience design to tourism and IT projects. I believe that a new opportunity will provide me with the chance to contribute more significantly and further develop my skills in a dynamic and creative environment.

Role Description

Working closely with cross-functional teams and vendors to propose design solutions and enhancement based on research, users needs, behaviours and pain points for www.myskillsfuture.gov.sg. Responsible for data cleaning, analysing and interpreting large dataset to uncover valuable insights.

Science Centre Board

Senior Digital Experience Officer

From October 2023

To June 2024

Reason for leaving

Due to recent organizational restructuring at the Science Centre, including the loss of key senior leadership, my division and role have become less relevant to the organization's current priorities. As a result, I am seeking a new opportunity to contribute my skills and experience in a more impactful role.

Key Role Description

Responsible for the overall User Interface and User Experience (UI/UX) of the organisation's assets such as website, ticketing system and AI Chatbot.

Key Project: New Ticketing System Research and Planning

- UI Design (Low-Mid Fidelity Design)
https://www.figma.com/design/XxU77LrybPPbDB1FI6N5QH/ticketing_UI_UX_wireframe?node-id=0-1&t=9BxucEyJORsldqtd-1
- Develop workable prototype using NEXTJS with React
<https://github.com/lowboonsiong/bs-nextjs-ticketing> or <https://www.youtube.com/watch?v=csjUSEd14RA>
- Develop Project Governance and Management Template
https://www.lowboonsiong.com/material/Project_Governance_Management_vs0.pdf

Children's Museum Singapore (under National Heritage Board)

UX/UI & Customer Experience Designer

From April 2021

To February 2023

Reason for leaving

Due to organizational constraints, including a freeze on headcount, my contract cannot be renewed, and internal transfer opportunities to other divisions or museums are limited.

Key Role Description

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 and 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.

Tech Research on user experience

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

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.

Key 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 & Children Museum

Led Minecraft gamification projects for the National Heritage Board (NHB), including a project showcased at the Singapore Week of Innovation & Technology (SWITCH) 2022 held at the Resorts World Sentosa Convention Centre.



National Heritage Board EPIC Award Winner

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



Testimonials from Museum Curatorial team

"We spoke about Boon Siong's role in the Founder Memorial (FM) recently launched Travelling Exhibition and Public Call Project.

My colleagues have written to ___ and ___ 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 view and to participate actively, and gave good ideas and insights.

For your info please."

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For your info please.

Thank you!

Pioneered a startup venture, combining expertise in User Experience design, Photography, and Front-End Development.

From January 2003

To March 2021

Key Role Description

- 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.

Meramedia (Qatar - Doha)

Art Director

From September 2008

To September 2009

Key Role Description

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

Reference

Yulstar LUKIMIN

Digital Business Analyst

Science Centre Singapore / GovTech

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Insights Discovery

Personal Profile

23 August 2024

<https://www.insights.com/products/insights-discovery/>

These statements provide a broad understanding of Low's work style. Use this section to gain a better understanding of his approaches to his activities, relationships and decisions.

Personal Style

Low believes in doing everything the right way and his preoccupation with perfection makes him sensitive to errors or unfairness. He is not usually aware that he is denying himself pleasure; he is so preoccupied with what he "should" and "must" do that he rarely steps back to ask himself what he really wants in life. He is alert to what is happening around him and concerned primarily with the here and now. He is a good initiator of new projects, though he may fail to persevere with the details. At work he often makes significantly more starts than finishes and he may need someone else to follow

through with the details.

He can be good at easing tense situations by getting conflicting parties together to take the sting from the issue. Low is a pragmatic individual who can be as tough as the situation warrants. He seeks purpose and meaning from most working situations. Low is optimistic and positive, living mainly in the here and now. He is seen as a powerful leader as he is able to think on his feet. To manage his tensions, he needs to be constantly in control and get things done without wasting time.

People with whom Low works are aware of his excellent organisational qualities and commercial aptitude. He attends to and likes to remember significant events and important detail. Others need to be sure of their facts. A capacity for cool emotional detachment makes Low a good decision maker, because he thinks clearly under pressure. Low is a good organiser and seeks to control the world around him with structure and discipline. He can be a great “designer” of systems, which he prefers to leave to others to build.

Low is the conceptual problem solver, intensely intellectual and logical, exhibiting flashes of creative brilliance. He uses his thinking to run as much of the world as he can and is in his element when a situation needs to be organised, criticised or regulated. Low is logical and analytical, an ingenious thinker and long-range planner, and good at anything that requires rapid reasoning. He tends to be realistic and matter-of-fact about work issues. Articulate and thinking, he tends to be matter-of-fact and practical. He likes a fast pace and is adept at using functional devices and procedures.

He likes to make sure that he knows what is going on and tries to make sure that everyone is pulling their weight. He is responsible and faithful to his commitments and obligations. He has a drive for tangible accomplishment and correctness with a leaning towards perfection. Because he lives by principles and rules, Low is very consistent and dependable. His desire to develop his new ideas includes the ability to install the necessary procedures to support them.

Interacting with Others

Seen by most people as outgoing, flexible and fearless, Low can rise to meet any challenge. He could learn to express his appreciation of other people regularly and may find it useful to listen more and appreciate how others really feel. He may appear not to be overly concerned with the needs of others. He dislikes being criticised by others as he is already heavily burdened by his inner voice of self-judgement. Both a fluent talker and excellent listener, Low is optimistic about his ability to influence people toward his viewpoint.

He is a good innovator, negotiator, and manager. If his work constantly requires him to be warm and outgoing with others, he finds this draining after a while and may need to take some private time out before regrouping. Low can be a diplomatic negotiator, prepared to try unconventional approaches. He is usually able to persuade other people to give their input. Being respected by his peers is of greater importance to Low than being liked. Most people have limited understanding of his complex, adaptable and creative mind.

He likes to be out and about doing things in the world but he needs to take care to look ahead to the consequences of his present actions. Although Low may protest about the pressure of attending family events, it would seldom occur to him not to be present, as these occasions are important to him. He may see his objectives and goals so clearly that he fails to take other views and possibilities into account. His independence can lead others to think of him as aloof. He may have an aversion to having his time and energy constantly put at the disposal of others.

Decision Making

Low is willing to admit the truth about people or things that are important to him, is very alert to problems, and seeks to find solutions himself. He seeks realistic and satisfying solutions to challenges. He is adaptable but constantly needs to get results. He has a sense of precision and pays attention to detail only if it suits him to do so. Low is able to readily grasp any underlying principles and make decisions based on logic, rather than on how people feel.

He may at times make others feel defensive due to his incisive, critical and often persistent questioning. “Do it now” is his motto. He applies analysis and objectivity to discover the underlying principles, relying on clear thinking in making decisions. Low tends to be seen as strong, analytical and impersonal. Good at organising, decisive, quick, logical and strong in reasoning power, he values truth in the form of fact, formula, method and judgement. He makes decisions after a great deal of thought and he may not be dissuaded by emotional or muddled arguments.

He prefers action to conversation and enjoys dealing with difficult situations the moment they arise. He is comfortable making conclusive judgements about others and tends to be a strict disciplinarian. Problems and difficulties are simply challenges which exist to stimulate innovative responses from him. He understands the need for unbiased, critical judgement. He is a good problem solver because he can absorb necessary factual information and find logical and sensible solutions quickly.