ABDULLAH BIN ASHARI

Aspiring Designer

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SUMMARY

I am an aspiring designer with years of work experience in various industries of corporate and start-up, who is looking to transit into a design role, bringing a thoughtful perspective and blend of creativity and transferable skills.

EXPERIENCE

UX/UI Design | LASALLE College of the Arts
Mar 2021 – Mar 2021

Language App Design: user research, affinity mapping, creating personas, competitive analysis, user flow, wire-framing, prototyping, user interviews, usability testing, design iterations, mockups and stakeholder presentation.

Digital Banking | OCBC - NETS
Sep 2019 – Feb 2020

Involved in the rollout of the world's first unified payment QR code of SGQR, assisted in usability and user acceptance testing of SGQR website and forms, simplified complex processes to ensure a seamless customer experience.

Business Development | Tech in Asia
Apr 2018 – Jul 2018

Qualified prospective clients and handle inquiries, maintain CRM database, conduct due diligence to ensure legitimacy and suitability to obtain company's products and services to match the client's needs with the company's goals.

Industrial Engineer | HGST, a Western Digital Company
July 2012 – May 2013

Conducted time studies of production lines to document and optimize processes, ensured proper ergonomics, utilization of resources, to improve productivity and efficiency, without compromising the safety aspects and quality requirements.

Industrial Design | Singapore Polytechnic – SPRING Singapore
Jan 2009 – Jan 2010

Design and development of an automated weighing system optimized to meeting performance specifications and user's expectations, from sourcing, budgeting, troubleshoot programming, to writing user manual and conducting user training.

SKILLS
Photoshop
Illustrator
InDesign
Adobe Creative Cloud
Figma
Sketch
InVision
Canva
MacOS

EDUCATION
LASALLE College of the Arts
UX/UI Accelerated Program
Mar 2021 – Mar 2021

SIM-RMIT University
BBA Accountancy (& Marketing)
Jan 2015 – Dec 2016

Singapore Polytechnic
Dip Mechanical Engineering (& Business)
May 2007 – May 2010

AWARDS
Employee Award | Sep 2012
HGST, a Western Digital Company

Project Testimony | Mar 2010
SPRING Singapore

TIMELINE
Admin Officer | OCBC - NETS
Sep 2019 – Feb 2020

Admin Associate | Tech in Asia
Apr 2018 – Jul 2018

Bank Officer | CIMB
Jun 2017 – Dec 2017

Fulfillment Officer | HSBC
Aug 2014 – Nov 2014

Industrial Engineer | HGST, a Western Digital Company
Jul 2012 – May 2013