



**JUSTIN NOAH CHUA**  
USER EXPERIENCE DESIGNER

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[justinnoahc.info](http://justinnoahc.info) (Portfolio)

An inquisitive and an ever-curious User Experience designer, I am constantly honing my craft and have a deep interest in driving extensive forms of research, resulting in well-informed designs that are people first.

## EDUCATION

**Goldsmiths University of London via LASALLE (2016-2020)**

BA (Hons) Design Communications,  
*First-Class Honours*

**Crafting Type Workshop (2019)**

**External Assessment  
Summer School (2018)**

**Accepted Into  
NUS Architecture (2015)**

**Nanyang Junior College  
(2010 - 2012)**

Part of the MOE's Art  
Elective Programme (AEP)

## REFERENCES

References available upon request.

## FEATURES

[Click here for a list of project features.](#)

## EXECUTIVE SUMMARY

- Visual Designer turned UX Designer with 2+ years of serving more than 20 clients in the APAC region.
- Successfully helped clients improve app retention and user conversion rates by 99.9% launched via App Store globally.
- Experienced in organising and facilitating design thinking workshops for >400 participants within MNCs and SMEs.
- Lead Visual Designer in the Design Innovation team within the Singapore University of Technology and Design (SUTD).
- Successfully closed more than 10+ visual design projects not limited to web design, branding, editorial design, and social media marketing.
- Featured in multiple local galleries with works from web and sculptural design, photography, and the fine arts.

## PROFESSIONAL EXPERIENCE

**CuriousCore** A UX design school giving students the opportunity to work with real clients in 4-months.

**UX Designer (Contract)**

**2021**

→ *HealthCo Australia, Regional Project: An e-commerce website selling affordable health and wellness products. (Sept 2021)*

- Objective: To redesign user flow and improve conversion rates.
- Responsibilities include:
  - Project lead of a team of 4 people to meet project objectives and as the primary UX advisor.
  - Collaborated with CTO and key stakeholders to facilitate and troubleshoot team issues.
  - Conducted usability tests with a total of 10 people (qualitative research) in interviews within the 4 week sprint.
  - Carried out in depth analyses of insights to improve the user flow leading to a higher conversion rate using actionable insights.
- Results: Improvements in navigability of the e-commerce platform with a 87.5% level of increased success in user conversion rates.

→ *MilkyWay.AI, Regional Project: A B2B application to help sales and marketing teams enhance retail store performance. (July 2021)*

- Objective: Mobile app redesign and improving user onboarding flow.
- Responsibilities include:
  - Led a team of 4 people to meet project objectives as the principal UI designer.
  - Collaborated with CTO and an Engineer from Rocket Academy to understand and troubleshoot team issues.
  - Conducted usability tests with a total of 6 people (qualitative research) onsite within a 4 week sprint.
  - Carried out in depth analyses of insights to improve onboarding experience and user flow with actionable insights.
- Results: Improvements in more accurately taken photos resulting in 99.9% increase in task completion success.

→ *Social x City, Regional Project: A social platform for people in tech to connect and share experiences via meet-ups and check-ins. (June 2021)*

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## SKILL SETS

### Design Competencies

UX Research • User Interface Design • Usability Testing • Copywriting • User Flows • Wireframes & Mockups • Design Systems • Rapid Prototyping • Responsive Web Design • Conducting Interviews • Information Architecture • Brand Identities • Editorial Design • Workshop Facilitation

### Adobe Suite

Adobe XD • Illustrator • Photoshop • InDesign • After Effects • Animate • Lightroom • Premiere Pro

### Miscellaneous

Figma • Miro • Sketch • InVision • Marvel • Microsoft Suite • Keynote • Organizing Sprints • Design Thinking • Design Critique • HTML/CSS • Javascript (Creative Coding)

## INTERSHIPS

**Factory 1611** 3 months, 2019  
Branding Intern

**Somewhere Else** 3 months, 2018  
Graphic Design Intern

**Studio Vanessa Ban** 2 months, 2018  
Graphic Design Intern

**Fellow / Faculty** 1 month, 2017  
UI Design Intern

**Creativeans** 3 months, 2017  
Branding Intern

## PROFESSIONAL EXPERIENCE (Cont'd)

→ *Social x City, Regional Project (Cont'd):*

- Objective: Mobile map UI redesign and improving general user experience.
- Responsibilities include:
  - Design lead of 5 people for UX support and user research for clients over a 4 week sprint.
  - Worked closely with key stakeholders to establish rapid prototyping.
  - Conducted usability tests with a total of 10 users (qualitative research) and in depth analyses.
  - Translated user research into ideation sketches, lo-fi wireframing and hi-fi prototyping into final UI designs.
  - Improved the user experience of the application by redesigning with actionable insights from user feedback
- Results: Improved usability in ease of navigating UI, resulting in a 100% increase in task completion during launch in App Store.

### SUTD-MIT International Design Centre (IDC) Design Innovator and User Experience Designer

Oct 2020 – Present

- Led the development of Design Innovation @ SG team rebranding (content and UI/UX) of designed method cards, website, and remapped workshop demo templates.
- Designed explanatory charts and evaluated impact claims for shortlisted President's Design Award 2017/8 and 2020 submissions as part of the Design Studies Journal paper.
- Led the facilitation and coordinating of physical and digital design workshops for >400 participants (continued on next page) from various government bodies, MNCs and local SMEs and co-led design workshops.
- Drove the art direction of multiple design projects as lead visual designer, working in conjunction with the Lien Foundation, Ang Chin Moh Foundation, Design Odyssey, and the pitching proposal for SG Enable's open tender.
- Applied UX research methods (Personas & Scenarios, Affinity Analysis, Activity Diagram and Journey Maps, System Functions, Hierarchy of Purpose, Mindmapping, Design by Analogy, C-Sketch, Real-Win-Worth, Storyboarding, Rapid Prototyping) in design sprints for DI workshops and co-creation clients.
- Conducted research to develop Medium Fidelity Prototypes, and spearheaded the live MFP workshop proposal by establishing logistical and manpower concerns.

### Catch-22 Co-Founder and Creative

Jul 2020 – Present

Our response to rise above the noise is to be free from the weight of legacy and expectations, we want to boldly challenge the status quo, breaking past the boundaries that contain us: defying norms, free from a world where lose-lose is the common equation. We specialise in: Content/Design/Artistic Research, Editorial Design, Brand Identities, Graphic Design, Web design, and Digital Design. We have also worked with local artists, institutions, and esteemed brands, and are always expanding and on the look out for further creative endeavours. ([Kindly click here for the projects we've worked on](#))