

REBECCA LING

UI/UX Designer

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EXPERIENCE

Accenture Song

Sept 2022 - Current

Design Experience Analyst

- Designed and delivered user-centric solutions across Singapore and Japan, seamlessly integrating User Research, UI/UX Design, Design Systems, prototyping, and usability testing to address business challenges and elevate user experiences
- Led and facilitated design thinking workshops for clients, uncovering critical pain points and driving strategic, data-backed solutions that enhanced user engagement and increased conversion rates
- Independently led end-to-end design initiatives within an Agile delivery team, aligning client expectations, technical feasibility, and project timelines through proactive stakeholder engagement, research, and high-quality UI/UX solutions
- Optimised design-to-development handoff by working closely with engineers, scalable, reusable components in MDX and ReactJS, and reducing front-end development time
- Conducted knowledge-sharing workshops on advanced Figma prototyping for 80+ colleagues, enhancing team-wide efficiency and adoption of best practices and overall design system maturity

Sentient.io

Sept 2021 – Jan 2022

UI Design and Developer Associate

- Designed a Design Language System, user flows, and visuals for ScribeRabbit, an AI-driven transcription service for 600+ users
- Collaborated with product managers to revamp the user interface of Sentient.io's existing landing and platform service pages, serving over 2000 users with over 70 microservices
- Acted as a frontend developer to develop the landing page and platform design using Quasar framework

Accenture

May 2021 – Aug 2021

Digital Transformation Intern

- Ensured requirements and features set by the client and UI/UX team were met or feasible by identifying technical features needed to fulfill said requirements
- Clarified, mapped, and documented specifications for REST and SOAP APIs using Swagger and sequence diagrams with multiple teams and clients to customise customers' online shopping experience
- Supported AGILE project leads by developing and testing process and system APIs using Anypoint Studio and Postman

Government Technology Agency

Dec 2020 – Apr 2021

UI/UX Design Intern

- Prototyped multiple wireframes, UI and website assets in weekly AGILE sprints for a service that is used across all Singapore government agencies to access sensor data
- Leveraged on journey maps, empathy maps, user-flow diagrams to enhance user interactions and requirements

UI/UX Designer with a strong background in consulting and frontend development. Skilled in delivering user-centered design solutions, facilitating design thinking workshops, and collaborating cross-functionally in Agile environments. Passionate about bridging design and technology to create impactful digital experiences.

SKILLS

Core Competencies

Figma • UI Design • UX Design • HTML • CSS • JavaScript • ReactJS • AdobeXD • Service Design • User Research • Design Workshops • Information Architecture • Design Language Systems • Usability Testing •

Additional Skills

Adobe Illustrator • Bootstrap • Quasar • Swagger • Mulesoft • Postman • Unity

EDUCATION

Singapore University of Technology and Design

Bachelor of Engineering with Honours, major in Computer Science and Design

SIDE PROJECTS

Pick Up Games Android App

I was a frontend developer and UI/UX designer for a mobile Android app that helps users organise and join sports activities in their community.

Travel Vlogs

As a side hobby, I also enjoy creating short vlogs to remember my trips by, using DaVinci Resolve.