

# REBECCA LING

UI/UX Designer

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## EXPERIENCE

### Accenture Song

Sept 2023 - Current

Design Experience Analyst

- Delivered user-centered design solutions for diverse projects across Singapore and Japan, addressing user needs and business challenges through comprehensive User Research, UI/UX Design, Design Language Systems, prototyping, User Testing and various Design Thinking methodologies
- Facilitated design thinking workshops to help clients identify user needs, uncover pain points, and resolve common challenges using proven design methodologies
- Led communication efforts within an Agile delivery team, maintaining alignment between client expectations and technical or timeline constraints through frequent stakeholder engagement
- Collaborated with developers to populate, develop, and maintain components in Storybook using MDX and ReactJS, ensuring design consistency and usability
- Organized and conducted knowledge-sharing workshops on advanced Figma prototyping for over 80 colleagues, fostering skill enhancement and cross-team collaboration

### 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

## SKILLS

I am an adaptable and collaborative designer with a background in development. I aim to strike a balance between usability and technological feasibility, ensuring that the end result is both user-friendly and technically feasible.

### Design Skills

Figma • Adobe Illustrator • AdobeXD • User Research • Service Design • UI Design • UX Design • User Testing • Design Language Systems • Information Architecture • Design Workshops

### Programming Knowledge

HTML • CSS • JavaScript • ReactJS • Bootstrap • Quasar • Dreamweaver • 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.