



# JIN SUHUAN

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## PROFILE

A motivated and positive individual who is adaptable and works effectively in teams and independently.

She is passionate about inclusive design and creating innovative mobile applications and web solutions, and have worked with local and international clients from the FinTech, e-commerce, healthcare, real estate, and MICE industries.

## EDUCATION

### Bachelor of Arts (Hons) Product Design

Nanyang Technological University  
School of Art, Design & Media  
2011-2015

### GCE A' level

Hwa Chong Institute  
2009-2010

## SKILLS

User Market Research

Product Development

Project Management

Concept Ideation

Wireframing

UI Design

Adobe Creative Suite

Sketch

Invision

Rhinoceros 3D, Keyshot

Fluent in English & Chinese,  
spoken and written

## EXPERIENCE

### UI & UX Designer

IAPPS Asia

Jul 2017 - till date

#### UI/UX Design

Conceptualised user experiences that brought to life clients' product visions by researching the intended users, empathising with users, and identifying relevant issues.

Translated concepts into wireframes and mockups that led to intuitive user experiences.

Executed user-centric design approaches customised for the intended users to rapidly test and evaluate designs.

Identified design problems and devised elegant solutions that further added value to the client's envisioned product by providing new insights and features.

#### Team & Client Management

Pitched designs by presenting wireframes, user stories, user journeys, and mockups optimised for a wide range of devices and interfaces.

Discussed and managed key milestone deliverables with the team and other stakeholders of the project.

### Product Development Executive

BRONX Creative & Design Centre

Oct 2015 - Oct 2016

#### R&D Projects

Managed and executed R&D design projects that satisfied client needs. Clients included Khoo Teck Puat Hospital, A\*Star, Shimano, Sportsmaster and 2XU.

cont.

Lead the team in design research, trend studies, design strategy, CMF strategy as well as overall project coordination, project pitching and overseeing project goals from ideation to commercialisation.

Proposed design applications for newly patented materials that successfully brought interested clients and investors by forecasting industry trends.

### **Branding**

Designed and executed marketing collaterals that enhanced the company image in digital presentation, website, interiors, exhibition layout, information booklets, name cards, logos and brochures.

### **Masterclass**

Organized and facilitated masterclass workshops that satisfied participants' needs by customizing lesson plans, engaging guest lecturers and overseeing the operations throughout the workshop.

### **Web & Graphic Design Intern**

AtriaTech

May 2014 - Jul 2014

Designed an e-commerce website layout and product logo that pre-launched a directory of smart electronics.

### **Graphic Design Intern**

Housing Development Board

May 2012 - Jul 2012

Designed event publicity material that clearly communicated event details with infographic brochures & posters

Facilitated school outreach programs as an onsite activities programmer and photographer.

### **Graphic Design Intern**

OCBC

Jan 2011 - Jul 2011

Designed digital presentations that assisted in project pitching with clear structure and infographics.

Designed a streamlined information layout that simplified and enhanced consumer experience by conducting on-site user experience research, profiling of customers and competitor analysis.

## ACHIEVEMENTS

- 2016 Exhibited at NTU Museum**  
Work in collaboration with Energy Research Institute@NTU, design now in use at NTU Campus North Spine
- 2015 Exhibited at ArtScience Museum**  
Work is selected for Best of NTU, School of Art, Design & Media exhibition
- 2015 Exhibited at NTU Museum**  
Tess Facade Design featured in article on NTU graduation showcase 2015.
- 2015 IKEA Young Designer Award**  
Shortlisted for Top 20
- 2015 Exhibited at A\*STAR SIMTech**  
Selected as exhibitor at biannual Swiss-Singapore Workshop on Large Area Processing Tech, organised by A\*STAR
- 2014 Exhibited at ADM Gallery**  
Sense & Sensuality: The Art & Aesthetic of Wearable Tech  
In collaboration with Arizona State University
- 2014 Exhibited at ArtScience Museum**  
Featuring 3D-printed Wearables
- 2014 Sweden International 3D-Print Competition**  
1st Prize for Most Creative Part
- 2013 Exhibited at ArtScience Museum**  
Featuring Wearable Technology
- 2013 International 3D-Print Fashion Competition**  
1st Runner-up