

Resume / CV

Kenneth Looi

Digital Product / UI / UX / Human Centered Designer

- Uses Human Centered Design principles to improve current products
- 8 Years Experience designing systems / web applications / software / apps

Profile

Name: Kenneth Looi En-Ping

Sex: Male Age: 35

Website: www.kennethlooi.com

Nationality: Singaporean

Based in: Sydney, Australia (PR)

LinkedIn: sg.linkedin.com/in/pingomatic

About Me

I employ the use of the latest LEAN UX and IDEO HCD methodologies to drive digital product improvements.

I facilitate UX workshops, wireframe, prototype, iterate and user test.

I like to think of myself as an optimistic, creative thinker who focuses on solutions.

I also write a [UX blog](#) and am the founder of '[Chatswood Hackers](#)', a meetup group in Sydney that uses technology to do good for society.

Personality Traits

Curious and Inquisitive

Detail Oriented

Gets Things Done

Enjoys Good Company / Conversation

Always Learning

Interests

Virtual Reality

Enhanced Experiences

Designing Computer Systems

Creative Coding

Hobbies

Cycling

Hiking / Nature

Synthesizers / Making Electronic Music

Photography / Art

Main Clients

Barclays Capital
Standard Chartered Bank
ADB (Asian Development Bank) via AdNovum Singapore
IAG

Technical Skillset

Adobe Photoshop, Axure RP Pro 7.0, Balsamiq, InVision, Fireworks, Google Sketchup, JIRA, MindMeister, MeisterTask, Premiere Pro, After Effects, Lightroom, Picasa, MAMP Pro, Dreamweaver, ATOM, Microsoft Word, Powerpoint, Excel & Visio, Keynote, Microsoft Sharepoint, HP-Interwoven Teamsite, Sitecore CMS, Wordpress

Coding Capability

HTML, CSS, Javascript, Processing, Processing.js

Formal Studies

Diploma in Information Technology at Temasek Polytechnic Singapore
Specialised in Graphical User Interface Design

Anglo Chinese School (Independent), Singapore
O Levels with 10 Points, Distinctions in English and Various Sciences

Working History / Project History

2013 to 2015 - Contract UI / UX / CX / Digital Product Designer, Sydney, Australia

Worked on a contract/freelance basis during this period for a wide range of clients from Australian Startups to Corporates like IAG, mainly doing UX and UI design work.

User Experience Architect, IAG May 2015 - Nov 2015 (6 Months)

Was part of a approximately 8+ person UX team and was involved in user experience and prototyping activities for a multi-channel program within the organisation's scaled agile project environment.

Day-to-day tasks involved discussing innovative concepts with other UX-ers, wireframing in Axure, user journey mapping, product functionality improvements, presenting concepts and prototypes (which were developed together with dedicated UI devs) to stakeholders as well as preparation of test-scripts, conducting in-depth contextual user interviews to achieve better

design iterations.

One of the concepts I worked on and proposed involved combining wearable technology with other technology (NFC, QR + e-kiosk technology) to create a more seamless and engaging experience for NRMA customers.

**UI UX Designer, Helloworld Limited
Sept 2014 - Mar 2015 (6 Months)**

Designed and co-ordinated/managed the front-end delivery of a responsive, country-wide, multi-site (50+ micro-sites), cross-platform website powered by Sitecore CMS for the business with the help of an offshore 5 person UI dev team.

The project included the migration of content to a Sitecore based CMS (Content Management System). Day-to-day tasks involved project management using Agile/SCRUM as well as design QA (Quality Assurance aka “Pixel Pushing with Devs”).

I also conceptualized and presented innovative iOS digital solutions (an Apple Watch and iPad app) to address business needs which were identified through discussions with business stakeholders.

**Short 5 week contract with North Sydney Council
June 2013 - July 2013**

Worked on the council’s internal intranet revamp and redesign. Migrated content from their old CMS to the new CMS. Provided general web/design services including photo coverage of Vivid Sydney 2014.

**Product Designer, Hotwire Pre-emptive Intelligence Group (Sydney)
Nov 2013 - May 2013 (6 Months)**

Designed an Intelligent, Intuitive and Innovative MOOC (Massive Open Online Course) Platform from Scratch together with BAs in this Australian Startup.

**Customer Experience Specialist, Sandstone Technology Pty Ltd (Sydney)
Mar 2013 - Sep 2013 (6 Months)**

Sandstone Technology is a company that deals primarily in providing customized Online Banking experiences for banks, boasting a large number of Australian clients. I designed mobile user interfaces for online banking systems here as well as conceptualized FinTech related products and came up with several innovative FinTech ideas (NFC and social-payment related). Some of these innovations were adopted by banks like CBA months later.

**User Interaction Design Specialist + Technical Writer, AdNovum Singapore
Aug 2012 - Apr 2013 (8 Months)**

AdNovum is a high end software company based in Switzerland that creates custom IT solutions for governments and banks (Swiss Government, UBS, Postfinance, etc).

I worked on designing Internet Banking Prototypes as well as performing technical writing

activities. I was involved in many of the early stage company setup and pitching activities for the Singapore branch.

To elaborate, I performed iOS Application Screen Design, High Fidelity Wireframing and Mockups as well as Cross Platform User Interface work for clients such as the Asian Development Bank (ADB) and Direct Asia (a leading Online Insurance company based in Singapore) and also performed Technical Writing, Presentation Design and Information and Architecture Diagramming tasks requiring a high level of precision, technicality and adherence to strict timelines.

A news feed application I helped to create for the Asian Development Bank (ADB), one of AdNovum's clients was demo-ed and showcased at an IMF (International Monetary Fund) and World Bank event.

Also, another mobile banking / wealth management application prototype I designed was showcased at the 22nd Private Banker International Wealth Summit in Oct 2012, Singapore.

I learnt a lot from the Swiss about work ethics, precision and methods.

Technology Analyst / UI Lead, Remote Banking TSD (Technology Solutions Delivery), Standard Chartered Bank (Singapore)
July 2010 - July 2012 (2 Years)

Worked within the famed 'Remote Banking' team (famous within the FinTech world and of Finovate.com fame) under Aman Narain.

Contributed to the successful launch of UI Improvements to the bank's Online Banking Suite for 2 country markets as the Technology Solutions Delivery team's UI Domain Lead, handling GUI related tasks and managing a small offshore team of developers.

Wrote a user manual for the bank's online banking admin console and flew to Shanghai China to conduct training sessions for senior members of the bank.

Managed the department's Sharepoint site as well as was the custodian of a cross-department RACI Functionality Heatmap detailing the bank's feature offerings for its 40+ country markets.

This role was very corporate, with me interfacing with business teams to gather business requirements, writing business requirement and functional specification documents, defining budgets, working with vendors to manage them, as well as getting down and dirty with the code itself, QA, testing, refinement, all facets of the SDLC, and more.

I was also engaged in Standard Chartered Bank iLab (Innovation Lab) activities and mentored university students.

Graphic User Interface Specialist, Barclays Capital (Singapore)
Jan 2008 - Jan 2010 (2 Years)

Worked together with a global team to revamp 2 major internal bank systems: A automated software & hardware provisioning system and an access and identity management system.

Both critical to the bank's infrastructure.

Was the sole designer, producing hundreds of screen iterations for the systems. View end result here in this 30 second [video clip](#) I made.

Also created interactive training guide for users after project was done. Project was a major success which received wide praise within the bank.

2007 - Junior Photographer, The Shooting Gallery Asia (Singapore)

3 month stint at Asia's largest and best commercial photography, videography and production house. Contributed to MTV 'Alice in Wonderland' Shoot.

2006 - Web / Graphic Designer, Elipva Pte Ltd (Singapore)

Worked on several important government tenders. Got a feel of handling large web projects.

2005 - Web / Graphic & Computer Game Designer, @Corner Singapore

Design activities for an MMORPG popular in China in this LAN gaming company. Received product sponsorship from [Razer](#).

2000 - Graphical User Interface Design Specialist, Ericsson Research Cyberlab

Worked on the user interface for the Ericsson Nanocube, an experimental IOT device which allowed users to control their smart homes from the internet.

Awards

Global Finance Awards "Best Internet Bank of the Year" (Remote Banking Dept. Team Award at Standard Chartered Bank, Singapore) - 2010

Global Finance Awards "Best Website Design" (Remote Banking Dept. Team Award at Standard Chartered Bank, Singapore) - 2010

Availability

Available Mid-March 2016

Contact Info

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