Neo Wen Kiong

UI Designer

Singapore Citizen

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Employment

Sea Limited | UI Designer

Februrary 2021 - current

I collaborate and work closely with fellow UI/UX designer in the product design team, product managers and developers, supporting both internal and external platform projects. The two main desktop systems that I work on are SealCloud, our cloud computing services, and Lion City Sailors, a backend admin system for managing users for our mobile app dedicated to serve the fans of our football club. To ensure the design integrity from mockup to implementation, I follow up with a UI review using the dev tool to check and correct styling properties (CSS) to the intended design for developers to resolve.

Apart from backend systems, I support and maintain the designs for all official websites, Sea official site, SAIL (Sea AI Lab) website, as well as the personal webpage for Prof. Yan, the chief scientist for SAIL. My main role is handling new design request, providing a desktop and mobile UI documentation as the source of truth for developers. On top of the scope of the static UI design, I would prototype the snippets of website using online sandbox code editor such as CodePen to demonstrate the responsive behavior and animation (if required) for the developers' reference.

I also support the motion aspect of our design system, 'Coral'. I designed and set up a website where I'm able to prototype UI motion using the animation library 'React Spring'. I experiment with different configurations to achive the best effect for each UI component whenever motion is necessary. I also has a motion guideline page set up in order to keep the look and feel consistent.

National University of Singapore, ISEM | Visual Designer

April 2017 - January 2021

Work closely with a team of researchers and engineers led by Principal Investigator (PI). Our research team is primarily focused on leveraging AI and data analytics to build smart systems and mobile apps for both academic and industrial applications.

Conceptualise and design pitch decks for PI's event keynotes, research grants and project investments from NUS and external agencies such as National Research Foundation, Ministry of Education, Enterprise Singapore, Land Transport Authority and Singapore Retailers Association.

Creating visually appealing animation to translate abstract research concepts, new business ideas, and complex theories using animated motion graphics.

Coordinate with project manager to research and design high fidelity UI/UX demo mock-ups for mobile apps and system software such as NUS Mobile Suite, NUS Fleet Management and Vehicle Routing Platform.

Front-end web development for various projects including PI's personal website.

Branding and logo animation design for start-ups spinning off commercially from research projects.

Nanyang Technological University, ADM | 3D Animator (Intern)

June 2015 - Aug 2016

Work closely with the art director to create 3D animation of a short-animated film for a research project. Mainly tasked with animating short gestures and posing characters in key scenes according to the 2D storyboard composition.

Create and explore solutions to achieve visual effects required in the film, such as burrowing effect, combining rigid body with Maya's particle emission to create a result that mimics the real world. Fix and improve character's rigs to improve character's deformity for animation.

Education

Bachelor of Fine Arts in Digital Animation

Nanyang Technological University, School of Arts, Design & Media

Aug 2012 - July 2016

Diploma in Product Design & Innovation

Ngee Ann Polytechnic, School of Engineering

April 2007 - May 2010

Skills

3D Animation & Rendering

Blender, Maya, ZBrush, Cinema 4D

UI/UX, Motion & Prototyping

Figma, Sketch, Xd, Animate

Photography & Video Editing

After Effects, Premiere Pro, Audition

Web Development

HTML/CSS/JavaScript, Git, NodeJS, ReactJS, NextJS

Traits

Resourceful and a quick learner

Critical eye for design

Strong analytic and comprehensive skill

Passion for exploring new possiblities

Self-motivated and self-driven

Meticulous and well organised