

# Calvin Tan

UI/UX Designer and Web Developer, based in Shanghai

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## EXPERIENCE

February 2021 – Present

### Experience Director at Isobar

Currently working on product localisation, designing features and user flows that are suitable for the Chinese market. Collaborating with the product team, design and development team on a style guide and annotated documentation.

August 2019 – Present

### Co-Founder - UI/UX Design and Web Development at Genweave

Offer digital solutions to clients, from web design to WeChat mini-programs. Work with clients to assess requirements, and to provide estimated timelines and budgets.

Designed and developed various websites, H5 and WeChat mini-programs.

May 2018 – June 2019

### Product Designer at Our Better World

Redesigned their website into a membership-platform, to allow users to easily discover and volunteer for various causes. Responsible for the design process: conducting user interviews, testing prototypes, UI design, handing off designs to a development team.

May 2017 – April 2018

### UI/UX Designer at Paula's Choice Singapore

Worked on the Discover app, for customers to find the most suitable product for their skin type and condition. Designed various websites for their marketing campaigns.

April 2016 – April 2018

### Instructor at General Assembly Singapore

Taught beginner-friendly programming workshops. Participants learnt how to work with Git, the basics of HTML / CSS / JavaScript while coding their personal website.

January 2016 – December 2016

### UI/UX Designer at Perx Technologies

Conducted usability testing for the Perx Rewards app, and proposed design changes to simplify the way users could find rewards on the app.

September 2014 – December 2015

### Web Designer at HiVelocity

Designed and developed websites to attract audiences to their events. The website allowed users to purchase tickets easily, while being easy to maintain and update.

## EDUCATION

June 2019 – August 2019

### Le Wagon Coding Bootcamp (Shanghai)

Learnt Full-stack web development with Ruby on Rails, and developing WeChat apps

2011 - 2014

### University of the Arts London

BA (Hons) Digital Media Design

2007 - 2009

### Nanyang Polytechnic

Diploma in Digital Media Design

## SKILLS

### Programming

HTML, CSS or SCSS, JavaScript, jQuery, Ruby, Ruby on Rails, WordPress, Git, WeChat mini-program development

### Design Tools

Adobe Creative Suite, Adobe XD, Sketch, Figma, Invision, Marvel, Zeplin, Miro

### Design Skills

User Interviews, Affinity Mapping, Prototyping, UI Design, Design Sprints

## AWARDS

### Adobe x General Assembly:

#### Creative Jam 2 - Nov 2018

Design mentor for the winning team

### Adobe x General Assembly:

#### Creative Jam 1 - Jul 2018

Awarded "Best Design Experience" for a recycling app prototype

### Singapore Website Awards 2017

Awarded "Website of the Year" for Between Two Homes

## CERTIFICATES

February 2018

### Copenhagen Institute of Interaction Design

Certification in Service Design Thinking

February 2018

### Nielsen Norman Group

UX Certification (License 1020311)