YAP MAY HON

UI / UX DESIGNER

ABOUT ME

A designer with a curious mind. I enjoy meeting new people and understanding their way of thinking to create a user centric design.

SKILLS

- Photoshop
- Illustrator
- Photography
- Editing and retouching
- Sketch
- Figma
- Miro
- Zeplin
- Basic HTML and CSS
- Wireframing
- Prototyping
- User testing / research

GET CONNECTED

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✉️ Email: yapmayhon@gmail.com

🌐 Portfolio: www.ymayh.com

in LinkedIn: www.linkedin.com/in/mayhon

PERSONAL INTERESTS

Zumba
Travelling
Jun tea
Mobile games
Horror movies

EDUCATION

California State University, Fullerton

Bachelor of Arts in Advertising, 2008 – 2010

**American Degree Transfer Program
- Taylor's University**

2005 – 2007

WORK EXPERIENCE

UX Designer

Great Eastern Life Singapore (June 2020 – current)

- I created the group insurance portal, starting with initial wireframes to running workshops sessions with vendors and stakeholders. Moreover, I ran user research sessions to design data visualisation and search tools for our clients to have a self-service feature to view and retrieve relevant datas.
- I redesigned the user flow for GE App Indonesia's ILP (investment linked policy) module. To solve the technical gaps, I also ran workshops with operations, IT and the Singapore product team.
- I designed a new auto-rebalancing feature for product and marketing. The product team and I collaborated to research on similar features on other apps to create a smooth user flow.
- I collaborated with the design team and vendors to create, document and test UI components.

Web Design Team Lead

AirAsia Malaysia (Jan 2015 – Jan 2019)

UX Design
- I redesigned the homepage with new automation and personalisation features. I researched on competing sites and organised user feedbacks to create a priority list of improvements, after a review with stakeholders. I also collaborated with developers to release a low fare calendar
- I designed automated follow-up email templates to reduce operation work
- I collaborated with the design team to create a design library

Web Design
- I oversaw a team of 5 web designers which caters digital design requests over 10+ countries
- I collaborated with digital marketeers and digital analysts to improve click-rates and purchasing behaviour on digital marketing materials

Creative Designer

EP Plus (Nov 2012 – Apr 2014)

- I created a design request SOP and implemented company-wide
- I created a design guide for the company and each marketing product
- I supported the sales and marketing team on all design requests; digital and traditional banners, event promotional products etc..

Graphic Designer

Pos Ad (Aug 2011 – Oct 2012)

- I supported my Creative Manager to create marketing campaigns
- I collaborated with operations and vendors to follow through our design brief