

CHING KAILE

Product Designer

INTRODUCTION

12 years of solving problems and crafting user experiences for multiple B2B and B2C projects. I believe that UX is present in everything functional including non-digital products. I love seeing my design help people's daily lives. I enjoy designing micro-interactions, implementing animations in UX, and using emotional design across the entire user experience.

WORK EXPERIENCE

FLOW CO

2020 - Current | UX UI Lead

Flow is a no-code SaaS platform built by the Dass Inc team. It allows users to create micro-sites and advertising campaigns using a highly interactive drag-and-drop visual interface.

- Led research and design for the Flow platform
- Competitor Analysis & User Testing
- Low fidelity & High fidelity prototyping
- Designed UX of components
- Guided Flow's clients such as Commonwealth Games 2022, Commonman Coffee & Roasters, Darell Lea, NUS Hackathon through the design process.

Software: Figma, Adobe XD, After Effects, Miro

DASS INC

2018 - Current | Senior Art Director

I lead art direction of the shopper strategy design from the BTL communication to all BTL touchpoints in every channel. This involves in ensuring a seamless journey from offline to online by working closely with our 3D designers and the ATL interagencies.

Brands I have worked with:
Tiger Beer, Essilor, Coopervision, Friso, Gaviscon, Strepsils, Unilever Sunlight

THE ACTIVATION GROUP

2016 - 2017 | Junior Art Director

I was involved in conceptualising and executing the production of key visuals, full event setup designs and collaterals.

Brands I have worked with:
Singapore Tourism Board, Citygas, Unliever Knorr, S'pore Universtiy of Social Sciences

BHG SINGAPORE

2014 - 2016 | Graphic Designer

I design strategically all social media posts, in-store communication, collaterals and displays for festive seasons and all member promotional events.

OGILVY & MATHER

2011 - 2013 | Graphic Designer

I was involved in BTL key visual conceptualisation & production, BTL activation ideas and BTL touchpoints design.

Brands: Unilever Comfort, Unliever Ponds, Lenovo

THE FACESHOP SG

2010 - 2011 | Graphic Designer

I worked closely with the design and marketing team in ensuring that all in-store communication attract, sell and engage the shoppers.

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EDUCATION



2019 | User Experience Design



2008 - 2010 |
Bachelor of Arts - BA . Graphic Design
1st Class Honors



2005 - 2008 |
Diploma in Creative Media Design

SKILLS

Design

- User Interface Design
- Visual Design
- Rapid Prototyping
- Art Direction

UX / Research

- User Research
- User Flows
- Personas
- Wireframes
- Customer Journey
- User Testing
- Interviews
- Design Thinking
- Surveys

Tools

- Figma
- After Effects
- Adobe XD
- Adobe Illustrator
- Miro
- Adobe Photoshop