

Ng Hui Ting

Experience Designer (UI/UX)

+65 9824 2749 | huiting.arts@gmail.com | [linkedin.com/in/huitingarts/](https://www.linkedin.com/in/huitingarts/) | Singaporean

Portfolio: www.huitingarts.com

Executive Overview

A **self-taught Experience Designer (UI/UX) Designer** with 7+ years of experience leading end-to-end product design and digital solutions across healthcare, cultural, and enterprise sectors. Specialize in **user-centered design strategy**, **AI-assisted prototyping**, and **scalable design systems** that help products reach and resonate with millions of users.

With a background in **visual design and UX strategy**, I bridge **business, design, and technology** to guide teams toward building products that are both purposeful and measurable. Experienced in working with **SaaS products**, **API integrations**, and **cross-platform frameworks**, I'm passionate about **service design**, **accessibility**, and creating **inclusive digital experiences** that make technology more meaningful for everyone – especially those often left behind by innovation.

Core Competencies

Experience Strategy & Research (UX): Human-Centered and Inclusive Design • User Research • Journey Mapping • Usability Testing • Information Architecture • Accessibility • Design Thinking and Facilitation • Experience and Systems Strategy

Interface & Interaction Design (UI): Wireframing • Prototyping • Visual Design • Motion Graphics • Micro-Interaction Design • Responsive Interface Design • Design Systems

Collaboration & Delivery: Cross-Functional Collaboration • Stakeholder Communication • Design Documentation and Developer Handoff • Agile • Waterfall and Hybrid Methodology • Workflow Optimization • Team Mentorship and Knowledge Sharing

Technology & Implementation: Figma • Adobe Creative Cloud • Framer • Miro • Notion • AI-Assisted Design Tools • CMS Design and Implementation • No-Code/Low-code Prototyping (Basic front-end tech knowledge)

Key Achievements

- **Award-Winning Innovation:** Finalist at *SUSS Geronpreneurship "New Innovation of the Year" (2024)*, *World Ageing Festival* for a **caregiving tech solution**
- **Shortlisted Project:** **Best International Digital Activity Award (2020)**, *Kids in Museums*, UK.
- **Scalable Design Impact:** Designed and delivered over **40+ interactive platforms (mobile, web, and spatial)** across museum, healthcare, and enterprise sectors, collectively engaging **millions of users**.
- **Cross-Border Collaboration:** Collaborated with multidisciplinary teams across **3 countries including Singapore, India and HongKong**, ensuring design consistency and innovation across global markets.
- **Operational Efficiency:** Established **workflow frameworks** that **reduced delivery cycles by 15%** and improved cross-team adoption.

Work Experience

CappyCare: Early-Stage Caregiving App (Personal Project)

Product Designer & UX Lead | Dec 2023 - Dec 2025

- Co-lead **UX and product design** for a **mobile platform** empowering **caregiver communities**, from concept to prototype.
- Conducted **1-to-1 interviews** and **usability sessions** to validate problem statements and feature sets.
- Design **user flows, wireframes, prototypes** and **design systems** in **Figma**, enabling seamless **developer handoff** and reuse.
- Integrate a **proprietary AI solution** into the product while utilizing **external AI tools** to enhance research and workflow efficiency.
- **Recognition:** Finalist, *SUSS Geronpreneurship 2024 – New Innovation of the Year* (World Ageing Festival).

Culture Collective (formerly Gallagher & Associates Asia)

Multimedia Lead | Feb 2024 – Aug 2025

- Led **UX and interactive design** for **international museum and cultural projects**, shaping **immersive experiences** that bridge physical and digital spaces, collectively attracting over **~1M visitors**.
- Defined **user journeys, wireframes**, and **prototypes**, improving **visitor flow and engagement** across multiple digital touchpoints.
- Delivered **high-fidelity interactive prototypes** and **information architecture frameworks** for projects including **Hong Kong Jockey Club, CSMVS Museum** and **Museum of Solutions (MuSo)**.
- Collaborated with **curators, stakeholders, and technical partners** across **Singapore, Hong Kong, and India** to align storytelling and usability.
- Drove adoption of AI-assisted workflows, **reducing delivery cycles by 15% and enhancing cross-team collaboration**.
- Note: Some projects remain in progress, scheduled for launch post-2025.

Revez Motion

Senior Interaction Designer | Jun 2017 – Oct 2022

- Led end-to-end **UI/UX design for large-scale digital experiences** for clients including **Meta Infrastructure Experience Center** and **JTC Singapore Airshow (2020 & 2022)**, collectively engaging **100,000+ visitors globally**.
- Produced **immersive multimedia installations** for national organizations such as **National Gallery Singapore (NGS), DSO National Laboratories, and College East ITE**, enhancing visitor interaction and educational engagement by over **35–50% for over thousands of users**.
- Partnered with engineers and project managers to **refine UX flows and ensure seamless system integration and timely delivery**.
- **Mentored junior designers**, maintaining on-time, on-scope project delivery and consistent output quality.
- **Recognition:** Shortlisted for Best International Digital Activity Award (2020), Kids in Museums (UK).

The Printing Co

Graphic Designer & Operations Coordinator | Sep 2015 – Mar 2017

- Designed **marketing assets and digital campaigns** for clients, ensuring brand consistency across various print touchpoints.
- **Streamlined operation workflows and production processes, improving delivery turnaround by 40% and increasing team productivity.**

Mojito Ventures

Graphic Designer | Sep 2014 – Jun 2015

- Designed and delivered **B2C brand and exhibition visuals** for corporate clients including **Nikon and Maybank**, reaching an estimated audience of over **125,000+ visitors across regional events.**
- Developed retail branding and in-store visuals for **Huawei Flagship Store**, enhancing **brand visibility and customer engagement** at key retail touchpoints.
- Oversaw **vendor and print production coordination**, color accuracy, material quality, and brand consistency across all deliverables.

ICARE 4u

UI/UX Designer | Dec 2012 – Feb 2014

- Designed mobile and tablet interfaces for **automotive software solutions** for brands including **Eurokars and Mazda**, improving **showroom booking flow efficiency by 15%** and enhancing usability for customers viewing specifications and scheduling visits.
- Supported the development of a **community data-collection app for Kampong Chai Chee CC**, enabling field officers to conduct surveys among **over 5,000 residents** and consolidating results into a **streamlined, easy-to-read summaries** for administrators.
- **Collaborated with developers to optimize front-end workflows and ensure responsive, user-friendly designs** across multiple devices and platforms.

Education & Certifications

Certified Usability Analyst (CUA)

2023

Human Factors International

Scrum Product Owner

2021

Future Minds

Diploma in Digital Media Design (Animation)

2009 - 2012

Nanyang Polytechnic

Additional Information

Languages: English (Fluent) • Mandarin (Fluent) • Japanese (Basic)

Interests: AI for Design • Inclusive Experience Design