

Khor Serene Product & User Experience Designer

I design to fast track problem-solving, bridging value for users & organisations.

Experience

Ninja Van Product Designer

APR 2020 - PRESENT

- Responsible for the end-to-end delivery of processes and internal tools to streamline sorting operations across six countries.
- Collaborate with stakeholders to use data to distil requirements and strategies.
- Conducted research and workshops to identify user pain points, and facilitated co-creation with the product and engineering team in a Scrum environment.
- Led efforts to automate inbound sorting, increase capacity for last-mile sorting and reduce sorting errors from a margin of 3.5% to 0.23%.
- Formalised a design system that aims to streamline design and development workflows for the entire tech team.

General Assembly Instructional Associate

OCT 2019 - MAR 2020

- Facilitated and guided 30+ students in the UX Design Immersive course.
- Provided consultations and supported grading of student projects.

fFurious Graphic Designer

FEB 2017 - JUL 2019

- Provided conceptual and art direction for local and multinational brands, including Micron Technology, Asian Civilisation Museum, and Singapore Centre for Social Enterprise (raiSE).
- Liaised with clients to design collaterals, including branding, publications, packaging, advertising graphics and 3D spatial exhibits.
- Spearheaded the packaging design for Archipelago Brewery Singlish Beer, which was awarded Gold in the Singapore Creative Awards.

O.OO Design & Risograph Room Design Intern

OCT 2016 - DEC 2016, TAIPEI TAIWAN

- Collaborated with the duo behind the award-winning Taiwanese design studio in developing their exhibitions, products and marketing collaterals.

Education

General Assembly

User Experience Design
Immersive Programme

OCT - DEC 2019

Prototyped 5 products and services over the 10-week course

Completed a live assignment for a mental wellness service

The Glasgow School of Art

Bachelor of Arts with First Class
Honours in Communication Design

2014 - 2016

Awarded the Singapore Institute of Technology Scholarship

Coordinated 3 cohort events, including the Degree Graduation Showcase

Singapore Polytechnic

Diploma in Visual Communication
& Media Design, Gold Medallist

2011 - 2014

Awarded Scholarship & Director's Honours List for all academic years

Gold Medalist awards top graduands with outstanding contributions

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Awards

Singapore Creative Awards

Graphic Design

Gold, 2018

The Crowbar Awards

Design Category

Bronze, 2014

Skills

UX Methods

Strategy, Research, Facilitation, Design, Iterative Prototyping

Agile Methods

Scrum, Lean Six Sigma, Kanban

Visual Methods

Art Direction, Illustration, Branding, Design Systems

Tools

Figma, Sketch, Zeplin, Miro, G Suite, Adobe Suite (InDesign, Illustrator, and Photoshop)