

# Khor Serene — Graphic turned **User Experience Designer**.

Curious about the whys and hows. Driven by inquisitiveness to improve learning and design work. Hoping to go beyond pushing pixels to make a difference.

## Experience

### **General Assembly** | Student & Teaching Assistant

#### **User Experience Design Immersive Programme**

Applied UX/UI design and research, visual design and more to test and prototype apps, sites and services across five projects in ten weeks. One of which involved liaising with clients to conduct user research and to conceptualise a mobile application from the ground up. Was offered a teaching assistant role upon graduation to guide the next batch of students.

OCT 2019 - MAR 2020, SINGAPORE

### **fFurious** | Graphic Designer

Conceptualised and art directed for multinational and local brands including Micron Technology, The Singapore Centre for Social Enterprise (raiSE) and more. Portfolio ranged from indie album covers and art installations to the branding of corporates and festivals. Art directed and illustrated the Singlish Beer series for Archipelago Brewery, which won Gold in the Singapore Creative Awards 2018.

FEB 2017 - JUL 2019, SINGAPORE

### **O.OO Design & Risograph ROOM** | Design Intern

Followed an interest in the design scene in Taipei to secure an internship with the award-winning design studio. Managed the print production of client work. Assisted in the set up of an installation at Taiwan's first design library. Played a part in concept and art direction of concert merchandise for Taiwanese Singer, Hebe Tien. Crafted marketing materials to promote the studio's products.

OCT 2016 - DEC 2016, TAIPEI

## Education

### **The Glasgow School of Art**

#### **Bachelor of Arts With Honours in Communication Design**

First Class Honours, Singapore Institute of Technology Scholarship  
Co-Coordinated The Art Sale, The WIP Show, and Degree Show 2016

2014 - 2016

### **Singapore Polytechnic Design School**

#### **Diploma in Visual Communication & Media Design**

Gold Medal, Singapore Polytechnic Scholarship  
Director's Honours List Academic Year One, Two & Three

2011 - 2014

**khorsere.com**  
hello@khorsere.com  
Linkedin | khorsere  
65 9771 9418

## Recognitions

### **Singapore Creative Awards**

Graphic Design Category  
Gold, 2018

*The competition awards designs infused with Singapore culture*

### **The Crowbar Awards**

Design Category  
Bronze, 2014

*The leading award show for emerging creatives from local design institutions*

## Skills

### **UX Methods**

Strategy  
Research  
UI Design  
Prototyping  
Usability Testing

### **Visual Methods**

Art Direction  
Conceptualisation  
Branding  
Illustration  
Photo Editing

### **Tools**

Figma  
Illustrator  
Photoshop  
InDesign  
G Suite