

ONG YI SHENG

UI/UX Designer

+65 9776 2846 • eoysheng@gmail.com • ongyisheng.vercel.app • Singapore

PROFESSIONAL SUMMARY

UI/UX Designer with 2+ years of experience crafting user-centered digital solutions that drive engagement and conversion. AI-trained designer skilled in leveraging AI tools and workflows to enhance design efficiency and innovation. Experienced across end-to-end design processes — from user research and usability testing to high-fidelity prototyping and scalable design systems. Adept at translating complex user needs and business goals into intuitive, accessible interfaces. Experienced working with enterprise clients including DBS, UOB, Synapxe, NHG, KFC, Capella and the Royal Government of Bhutan.

WORK EXPERIENCE

UI/UX Designer | [Aleph Labs](#)

Sep 2025 – Present

- Clients include DBS, UOB, Synapxe, KFC, NHG, Capella Group, and the Royal Government of Bhutan.
- Collaborated with cross-functional teams to align design decisions with client business objectives and user needs
- Conducted user research, usability testing, and iterative prototyping to validate and refine design solutions
- Created high-fidelity wireframes, interactive prototypes, and design specifications using Figma

Tools: *Figma, Jitters, Photoshop, AI tools*

UI/UX Designer | [Sgcarmart](#)

Aug 2024 – Aug 2025

- Conducted user research, surveys, and usability tests to identify key pain points and areas for improvement
- Redesigned the e-shop landing page, resulting in higher user engagement and improved conversion rates
- Improved the Used Car Advanced Search feature by analyzing user behavior and streamlining the filter experience
- Revamped the Dealer Inventory Management System, enhancing bidding flows and dealer sales tracking efficiency
- Supported design and implementation of a micro-insurance feature to expand the user database
- Ongoing enhancements to key pages and research initiatives to improve the user dashboard experience

Tools: *Figma, Microsoft Clarity, Jira, Photoshop*

Management Consulting Intern | [Accenture](#)

Jul 2023 – Dec 2023

- Supported development of an Executive Newsletter distributed to 180+ executives to drive buy-in and sponsorship
- Designed a SharePoint Learning Portal to upskill 200+ program resources
- Developed sustainability reports aligned with Accenture's and clients' ESG goals
- Organised and hosted a program-wide Townhall and led the reward and recognition initiative for one quarter

Tools: *Figma, PowerPoint, SharePoint*

Designer | [Republic of Singapore Air Force](#)

Aug 2021 – May 2022

- Designed the squadron brand identity, creating posters and visual assets seen by 6,000+ active personnel
- Delivered 5+ design projects within one year, ensuring alignment with the squadron's values and culture

Tools: *Adobe Illustrator, Adobe Photoshop*

EDUCATION

BA (Hons) in Design Practice | [Nanyang Academy of Fine Arts](#)

Aug 2022 – May 2024

The Crowbar Award 2024: Bronze – Good: Health & Wellness | Finalist – Mobile, Communication, Design

Diploma in Interior Design | [Singapore Polytechnic](#)

Apr 2016 – May 2019

CERTIFICATIONS

Google UX Design Professional Certificate — Coursera

SKILLS

Design Tools: Figma, Paper.design, Adobe Illustrator, Adobe Photoshop, Adobe XD, SketchUp, Blender 3D

AI Tools: Figma, Gemini, Claude, ChatGPT, Google Lab Flow, Firefly

Skills Competencies: User Research, Usability Testing, Wireframing, Prototyping, Design Systems, Service Design, Responsive Design, A/B Testing, Design Concept, Microsoft Clarity
