



**Mervin Ng**  
UI/UX Designer



I'm a UI/UX designer with more than 10 years of experience in web and mobile app design, display/mobile advertising and interactive installation. My clientele experience includes BMW Asia, Chevron (Caltex), M1 (Singapore), Republic of Singapore Navy, DiGi (Malaysia), Pepsi (Malaysia) and Unilever.

My work has been recognised by Hong Kong Design Association Awards, SPH iink awards, Asia Interactive Awards, Singapore Design Awards and featured on publication like Web Design Index and Web Design by Content.

## Contact Details

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## Skills

Creative & art direction, team & project management, workshop/training, frontend web development, mobile app UI/UX.

## Programming Language

HTML, JavaScript, CSS, ActionScript, Lua.

## Spoken Language

English, Chinese, Bahasa Melayu.

## Professional Experience

Period	Position	
March 2016-Present	Senior UI/UX Designer Bonsey Jaden, Malaysia	Overseeing UI/UX process in design produced by local and regional teams. Hands-on prototyping, wireframing and visual design work for existing client and new business pitch. Brands: Chili's, Cetaphil.
September 2014-September 2015 (1 year 1 month)	Creative Director Mobilewalla, Singapore	Creative and art direction for mobile ad campaign across APAC region (SG/MY/ID/TH/PH). Manage communication with production vendors. Brands: Unilever, Pepsi, Dove, Magnum, Wall's, Axe, Ford, KFC, Burger King, Quaker Oats, Sunsilks.
July 2012-June 2014 (2 years)	Digital Art Director Young & Rubicam, Singapore	Art direction for brand's digital campaign. Worked on banners, responsive campaign site, mobile app design. Brands: Republic of Singapore Navy, M1, BMW Asia, WDA Singapore.
July 2010-June 2012 (1 year 11 month)	Interactive Experience Architect Yolk Pte Ltd, Singapore	Art direction for brand's digital campaign. Mentor junior designer and developer on design and frontend development respectively. Also responsible as a digital producer for a social game. Manage designers, backend developers and communication between stakeholders. Contributed to front-end design and development.
February 2008-August 2009 (1 year 6 month)	Senior Designer Yolk Pte Ltd, Singapore	Brands: Metro Singapore, IDA Singapore, MDA Singapore, DiGi Malaysia, .BMW Asia, DiGi, HPB Singapore, PacMag, Electrico.
May 2005-September 2007 (2 years 4 month)	Tutor & Multimedia Designer The One Academy of Communication Design, Malaysia	Assisting lecturers in preparing coursework and mentoring Multimedia Design students. Support the in-house digital marketing as an interactive designer. Worked on website, motion graphics and graphic design. Brands: The One Academy, 8TV.



## Education

Period	Course
June 2012	Hyper Island Master Class Hyper Island Singapore
May 2002-May 2005	Diploma in Multimedia Design The One Academy of Communication Design Malaysia

## Recognition/Awards

Year	Award	Project
2014	Gold, SPH IS ON Campaign SPH iink Awards	Lifelong Learning Campaign
2013	Cannes Chimera Challenge 2013 Cannes Lions International/Bill & Melinda Gates Foundation	The Share Exchange
	Gold, SPH IS ON Campaign SPH iink Awards	Upgrade Singapore
2010	Bronze, New Media Category Singapore Design Awards	Budak Pantai
	Bronze, New Media Category Singapore Design Awards	X-Mini: Sound Beyond Size
2009	Silver, Best B2B Marketing Campaign Asia Interactive Awards	Yolk: Digitally Daring AR
2008	Bronze, Best Media Site Singapore Design Awards	Hardboiled 2: The Environmental Issue
2007	Excellence, New Media Hong Kond Design Association Awards	OiOiO
2006	Bronze, College/University Horizon Interactive Awards	Funtastic 2005

## Workshop/Talks

Year	Event
2012	Pecha Kucha #4 Singapore
2010-2011	Playing With Data (AS3.0 Workshop) The One Academy of Communication Design, Malaysia

### Sunsilk: Inspirasi Hijab Terbaru



**Project Type**  
Mobile Ad

**Deliverables**  
Hijab styling photobooth ad unit.

**Responsibilities**  
Concept, Art Direction, UI, UX.

**Market**  
Indonesia

### Mountain Dew: Neon



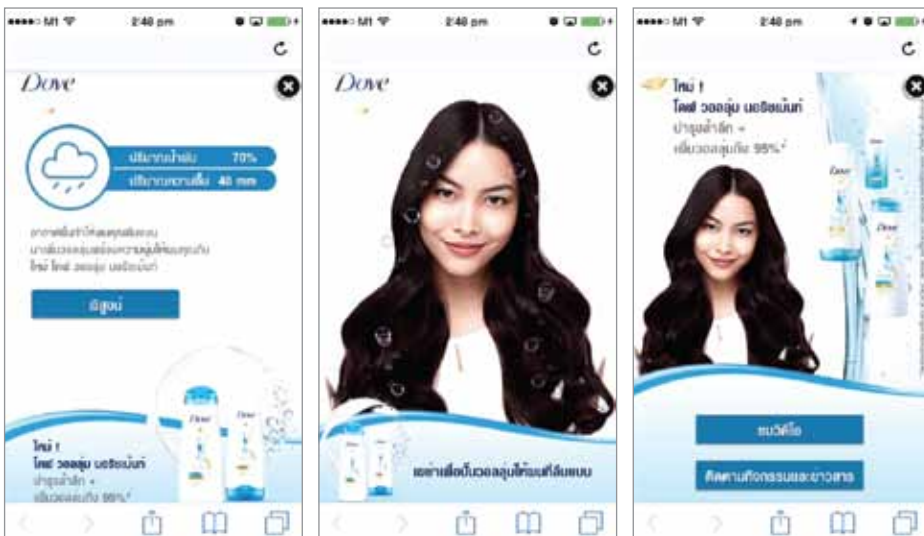
**Project Type**  
Mobile Ad

**Deliverables**  
Gyroscope controlled mobile game.

**Responsibilities**  
UI, UX, Art Direction.

**Market**  
Philippines

### Dove: Nourishing Volume



**Project Type**  
Mobile Ad

**Deliverables**  
Weather reactive mobile ad unit.

**Responsibilities**  
Concept, Art Direction, UI, UX.

**Market**  
Thailand

### WDA Singapore: Lifelong Learning Campaign



**Project Type**  
Awareness/Activation

**Deliverables**  
Campaign website, display banners (homepage takeover), mobile ads, newsletter, social media post's visual.

**Responsibilities**  
Concept, Art Direction, UI, UX.

**Market**  
Singapore

**Preview**  
<http://www.learnnow.sg>

### Caltex: Lucky Star



**Project Type**  
In-store promo

**Deliverables**  
App design, social media post's visual.

**Responsibilities**  
UI, UX, Art Direction.

**Market**  
Singapore

### NooBees



**Project Type**  
Facebook games

**Deliverables**  
Campaign website, display banners (homepage takeover), mobile ads, newsletter, social media post's visual, marketing.

**Responsibilities**  
Concept, Art Direction, UI, UX, Code, Copy, Project lead.

**Market**  
Worldwide

**Preview**  
<https://youtu.be/u2ktQAadzoxo>

### DiGi Telecommunications: DiGi Wall



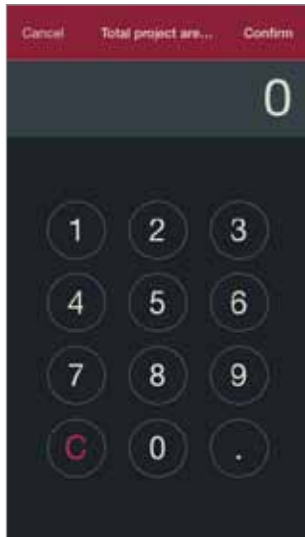
**Project Type**  
Installation

**Deliverables**  
Content for motion reactive installation.  
Music mixer, photobooth with A5 print-out.

**Responsibilities**  
Concept, Art Direction, Code, UI, UX.

**Market**  
Malaysia

### GMA Garnet: Abrasive Blasting Calculator



**Project Type**  
Mobile app

**Deliverables**  
iOS/Android.

**Responsibilities**  
Art Direction, Code, UI, UX.

**Market**  
Australia

**Preview**  
<http://apple.co/1MfRf9I>

### Yolk: Digitally Daring A.R.



**Project Type**  
Augmented Reality

**Deliverables**  
Front-end/Back-end development, Video production.

**Responsibilities**  
Concept, Art Direction, Code, Copy, Project lead, UI, UX.

**Market**  
Singapore

**Preview**  
<http://bit.ly/1GFuvDL>