

Yuolmae Ang

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EDUCATION

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Undertaking Business Administration, specializing in Strategic Leadership, Management and Entrepreneurship

2021- Present

BACHELOR OF FINE ARTS IN DESIGN (UIUX)

NANYANG TECHNOLOGICAL UNIVERSITY

Bachelor of Fine Arts with Honors, Specializes in User Interface, User Experience, Product Management

PROFESSIONAL EXPERIENCE

Arcadia by Op Games

Lead UI UX Designer

SINGAPORE

Mar 2022 – Present

- Led end-to-end UI/UX design projects, creating intuitive interfaces that resulted in a **20% increase in user engagement, 42% increase in trust in Web3 products and a 15% decrease in user error rates**, improving overall user satisfaction.
- Formulated team **product strategy for Behavioral Mechanics, Player Engagement, Conversion and Retention**, redesigning the onboarding process, resulting in a **40% decrease in user drop-off rate** and a **25% increase in user completion rate**.
- Implemented a new navigation structure, leading to a **30% reduction in user confusion and a 20% increase in task efficiency**.
- Leveraged user analytics data to conduct in-depth user behavior analysis, uncovering opportunities for optimization. Implemented targeted design changes that resulted in a **15% increase in user engagement and a 10% decrease in bounce rates**.
- Developed and maintained a design system, including reusable components and design guidelines, resulting in consistent and cohesive user experiences across multiple products and platforms. **Increased design efficiency by 30%** through the use of design systems, enabling **rapid prototyping and iterative design**.
- Collaborated closely with product managers and developers to design and implement **A/B tests**, measuring the impact of design variations on key metrics. Successfully drove a **25% increase in user retention and a 20% boost in conversion rates** through data-driven design iterations.
- Developed and implemented a robust feedback loop with users, actively seeking and incorporating user feedback throughout the design process. This iterative approach led to a **30% improvement in product usability and an enhanced user experience**.
- Spearheaded user-centered **design workshops** and training sessions for the team, emphasizing the importance of empathy and user research in the design process. Resulted in a significant shift towards user-centric design thinking and a more collaborative approach to problem-solving.

SKYMAP GLOBAL, EoFactory.ai

Lead UI UX Developer

SINGAPORE

July 2021 – Mar 2022

- Led end-to-end UI UX projects empowering international enterprises and governments to use GIS to generate **visually representative analytic data, delivering actionable insights through on-site information validation modules and navigation modules**.
- Interpret data to understand KPI failures, and work with cross-functional teams to remedy issues from **coding enhancements to loading speed, increasing positive feedback by 16%**
- Spearhead Satellite Imaging Data Dashboard Projects for **National Parks Board, the Indonesian Government and the Bahrain Government**. In a **Scrum** environment, develop **rapid UI mockups, prototypes and iterative UX testing**.
- Participate and provide technical leadership in all phases of BI projects: from discovery and planning through implementation and delivery.
- **Design and implement A/B testing** for our SaaS software products to **improve the conversion rate by 20% and reduce churn by 36%**.
- Introduced design training schemes and personally coached junior design and marketing team members.

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PORSCHE AG

Project Manager, UIUX Engineer

STUTTGART

October 2019 – February 2020

- Designed Porsche Configurator mobile app with AI trained chat bot to increase data quality for configuration analysis in the worldwide sales network of Porsche AG. App and Website resulted in **57% regional improvements** in the locating, customizing and ordering experience for Porsche's luxury cars.
- **43% optimized improvement** in customer preference predictions for low-volume derivatives or product launches that have little or no data available.
- Obtained user data with analytics reporting, task analysis, and participatory design techniques and leveraged that data to create iterative improvements, optimizing user experience and functionality of online configuration websites. **Proposed site decreased the bounce rate by 57%.**
- In a Scrum environment, strategized and implemented recommendation engines, improving prediction of consumer trends and desired configurations by 30%.
- Launched a technical prototype of AI-driven chatbot to solve existing “cold-start problems”, to analyze and gather existing market and public opinion, **improving the quality of results of recommendations for the Porsche dealership by 55%.**
- Responsible for managing and coordinating resources, and cross functional teams through progress measurement activities.

PANALYT

UIUX Designer

SINGAPORE

July 2019 – February 2020

- **Developed and A/B tested** HR employee attrition solutions that resulted in an **50% decrease in Attrition rates.**
- Represented the company in the **international TechHR Conference 2019. Conducted over 200 sales pitches for client acquisition and retention**, including pitches to **TATA, India's biggest industrial conglomerate.**
- **In Scrum environment**, researched and developed production-ready HR prediction tools, that identify and reduce staff turnover in client companies by over 40%.
- Analyzed business requirements and user experience goals to **develop test plans and test cases.**
- Created interactive designs for complex web applications by way of page/user flow diagrams, site maps, and interactive wireframes, translating complex HR analytic data into easily understandable, visually quantifiable dashboards.
- Gathered business requirements and created user stories into the product backlog, managed product backlog, created sprint backlog, conducted sprint planning meetings, conducted sprint review meetings, conducted daily stand up meetings, conducted sprint retrospective meetings, removed impediments and reported regular project progress

JE ANN INTERNATIONAL

App Designer & Campaign Manager

SINGAPORE

January 2017 – January 2019

- Worked independently and as part of 3 cross-functional international teams to implement optimization of website and mobile applications, creating scalable front-end templates and design modules optimized for the Chinese national market.
- Spearheaded the design, development and implementation of the graphic, layout, and production communication materials, **helping clients cut their costs by an average of 21%.**
- Developed landing page functionalities and features and customer facing chatbot.
- Maintained and updated web & app functionalities in close collaboration with the CS and web development teams.
- Managed marketing and business campaign for Shanghai World Travel Fair 2018, leading booth design, pitch design, collateral design and **custom interactive Javascript mini game.**
- Participated in the client loyalty process by participating in follow-up discussions and developing action plans to address any negative comments. Consulted with outside parties to resolve discrepancies and create effective solutions.

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LEADERSHIP EXPERIENCE

MENTORSHIP

Independent, The Astronaut Collective

SINGAPORE

January 2023 – Present

- Mentored and guided tertiary students and working professionals seeking to transition into the field of video games and UI/UX design, providing them with valuable insights and support throughout their career journey.
- Mentored the team behind the award-winning project "Jalan Journey," which has garnered significant recognition in Singapore's gaming industry. The project received numerous accolades and honors, highlighting the exceptional design and innovation mentees were able to achieve under my guidance.
- Conducted personalized mentoring sessions, leading to mentees securing internships, job offers, and career advancements.
- Organized workshops for mentees in collaboration with Singapore Psych Stuff. As part of their mentorship program, I conducted an engaging workshop and shared interdisciplinary UX techniques, bridging the gap between UI/UX design and psychology research.
- Explored the use of behavioral metrics to understand user behavior and incorporated psychological principles into the design process, enabling mentees to create more impactful and user-centric experiences. Provided practical guidance on merging UI/UX design principles with psychology research and documentation, equipping mentees with a unique skill set to enhance user engagement and satisfaction.
- Received enthusiastic feedback from participants, as well as the organizer panel of esteemed psychology professionals and professors, highlighting the workshop's effectiveness in bridging the gap between user-centered design and psychology.

ADAGE CREATIVE GROUP

Campaign Manager & Art Director

SINGAPORE

September 2020 – June 2021

- Supervise multi-functional project teams to develop creative and effective advertising concepts, from ideation through final projects. Shortlisted for 2021 World of Wearable Art for an interactive fine fashion project series on environmentalism.

SUN-DAC (Serving the Differently Abled)

Campaign Manager

SINGAPORE

June 2020 – June 2021

- Spearheaded marketing awareness campaigns to corporate entities, generating S\$22k in donations.

FOOD VOLUNTEER FOR THE HOMELESS

App Designer & Operations Management

MILAN

November 2019 – January 2020

- Organized resources and managed vendor relationships for homeless food drive in Milan
- Partnered up with founders of Too Good to Go to release an in-app module offering targeting at-risk communities, connecting them to restaurants and stores that have unsold food surplus.

ADDITIONAL

HARD SKILLS: AZUREDEVOPS. CSS. HTML JAVASCRIPT. JDBC. JQUERY. ANGULARJS. JSON NODE. BOOTSTRAP. REACTJS

PLATFORM SKILLS: Ui Ux Design. Ux Research. Ux Testing. Proficient in Scrum. Project Scheduling. Strategic Planning & Analysis. Business Development. Graphic design. Branding. Vendor Management. Information Architecture design. Prototyping; Invision, Sketch, Adobe XD. Figma. Photoshop, Illustrator, Indesign. Vector Graphics. Logo Design.

OTHER CERTIFICATION: Machine Learning. Social Network Analysis in Python. Government Commercial Cloud (GCC) Singapore. Scrum Certification. AWS Developer (Currently Undertaking)