



## UI/UX Product Designer & Front-End Developer

**Email** : [wensiong@isensemedia.com](mailto:wensiong@isensemedia.com)  
**Online Portfolio** : [www.isensemedia.com](http://www.isensemedia.com)  
**Nationality** : Singaporean  
**Contact No** : (+65) 91735813  
**Date of Birth** : 16/11/1980  
**Expected Monthly Salary** : SGD\$5500 - SGD\$5800 (negotiable)

Boon Siong (a.k.a Wensiong) is a professional UI/UX Product designer and web developer based in Singapore. I have 15 years of industry experience of building digital projects with MNC and SMC in different industries.

I characterize myself as a highly motivated individual with strong work ethics. I am a dare-devil and loves trying new ideas, it energizes and challenges me. Being a creative thinker coupled with technical skills, I am able to manage projects from conception to development, implementation to completion.

### **SKILLS**

- UI Design & Prototyping
- UX Interactive Design
- Responsive Design (Desktop, mobile and Mobile App)
- Web Frontend Development
- Web Content Management System Development
- eCommerce Web Application with online payment
- Digital Photography

### **SOFTWARES**

Photoshop, Illustrator, Dreamweaver, Animate, Adobe XD and InVision Studio.

### **PROGRAMMING**

HTML 5, CSS3, Javascript, PHP and Mysql

### **EDUCATION**

- **Diploma in Digital Media Design**  
Nanyang Polytechnic Singapore, 1998 – 2001
- **GCE 'O' level (with 6As Credits)**  
North View Secondary School, 1994 – 1997

### **EXPERIENCE**

#### **Self Employed as UI/UX Product Designer and Front-End Developer**

*Sept 2009 – Current*

#### **Meramedia (Qatar - Doha) – Art Director**

*Sept 2008 – Sept 2009*

#### **Self Employed as Web and Flash Designer**

*Jul 2004 – Sept 2008*

### **CLIENTS**

- Singtel & myRepublic (MNC in Telecommunication Industry)
- Vintec and Transtherm Wine Cellar (MNC in F&B Industry)
- Chemical Specialties Limited (MNC in Chemical Industry)

### **CONTRACT / FREELANCE PARTNERS**

- McCann WorldGroup (Global Advertising Agency)
- Green House Design + Communications (Design Agency)
- Vintedge (Design Agency)