LIU DEHUI

Singaporean dhdehui93@gmail.com +6596487916

About Me

I was always fascinated with the transformative power of technology. I want to create products that bring about change and making people’s lives easier through research and innovation.

Portfolio:

[www.through-her-lens.com](http://www.through-her-lens.com)

LinkedIn:

[www.linkedin.com/in/throughdhlens/](http://www.linkedin.com/in/throughdhlens/)

**Skills**

**Technical**

Figma/Miro

Optimal Workshop

Canva

MS Suite

**UX**

User Research

Affinity Mapping

User Journey Map

User Flows

Heuristic Evaluation

Information Architecture

Card Sorting

Tree Testing

User Persona

Competitive Analysis Comparative Analysis

Wireframe & Prototype

**Education**

General Assembly (2023)

**User Experience Design Immersive**

NUS (2018)

**Bachelor of Science (Honours)(Building)**

*UX Project Highlights*

[Playpan’s Event Mobile Website](https://www.through-her-lens.com/projects-1) | UI/UX Designer, PlayPan

A user-centric approach to building a mobile website to showcase Playpan’s events taking place from September 2023 to March 2024 at Peace Centre.

**Skills: User Research | Affinity Mapping | User Journey Map | User Flow | User Persona | Competitive & Comparative Analysis | Wireframing | Prototyping**

[CityMusic Ecommerce Website Redesign](https://www.through-her-lens.com/projects) | UI/UX Designer, CityMusic

With the objective to improve visibility of information and wayfinding to optimise website performance via the provision of filtering system and enhancing product descriptions.

**Skills: User Research | Affinity Mapping | User Journey Map | User Persona | Competitive & Comparative Analysis | Information Architecture | Heuristic Evaluation | Wireframing | Prototyping**

Experience

**UX Designer** / vertis.digital ( Jan 2024 – Present)

* Part of company rebranding efforts to revamp vertis.digital’s corporate website to reflect the company’s new branding.
* Assist in creating Customer Journey Maps and Persona templates for both UI/UX and cross functional teams.
* Work with front and backend develops to develop UX proposals for prospective clients.

[**Owner of DreamFlyerCreative**](https://www.etsy.com/uk/shop/DreamFlyerCreative)/ Etsy (Since Mar 2023 – Present)

Out of my growing interest in design, I started an Etsy shop selling digital flyer downloads targeting small business owners.

**Senior Business Development Executive** / ENGIE Pte Ltd (2021 – 2022)

Translating operational problems into business proposals by packaging creative solutions to clients.

* Responsible for overall project bidding strategy by liaising with inter-departmental colleagues, appointed subcontractors, and client representatives to ensure timeliness, quality, and cost effectiveness of the submitted proposal.
* Created visually appealing proposals to illustrate and simplify proposed concepts and workflows to clients in an easily understood manner.
* Created personalised solutions for clients by going the extra mile to understand the root cause of their problem instead of focusing solely on the given specifications.

**Property Executive | Engineering Manager** / CBM Pte Ltd (2018 – 2021)

* Managing building operations and grew to lead an internal team (23 pax) from 2020 to 2021.
* Plan, lead and execute major electrical upgrading works together with project consultants, appointed contractors and internal team, in consultation with client.
* Improving internal workflows to increase work efficiency, which resolved the problem of poor documentation and tracking on site.
	+ - * Understanding client complaints and providing solutions that are both feasible and cost-effective.