

# REBECCA LING

UI/UX Designer

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## EXPERIENCE

### Accenture Song

Sept 2022 - Current

Design Experience Analyst

- Delivered user-centric solutions across Singapore and Japan, integrating User Research, UI/UX Design, Design Systems, prototyping, and usability testing to solve business challenges and elevate user experiences
- Led end-to-end design initiatives within Agile delivery teams, aligning client expectations, technical feasibility, accessibility standards (WCAG) and timelines through proactive stakeholder engagement
- Facilitated design thinking workshops for clients to uncover critical pain points and deliver strategic, data-driven solutions that increased user engagement and conversion rates
- Designed, documented and maintained design systems for government technology projects by creating scalable, reusable components, ensuring consistency and scalability across all digital products and services.
- Conducted knowledge-sharing workshops on advanced Figma prototyping for 80+ colleagues, enhancing team-wide efficiency and adoption of best practices and overall design system maturity

### Sentient.io

Sept 2021 – Jan 2022

UI Design and Developer Associate

- Designed a Design Language System, user flows, and visuals for ScribeRabbit, an AI-driven transcription service for 600+ users
- Collaborated with product managers to revamp the user interface of Sentient.io's existing landing and platform service pages, serving over 2000 users with over 70 microservices
- Acted as a frontend developer to develop the landing page and platform design using Quasar framework

### Accenture

May 2021 – Aug 2021

Digital Transformation Intern

- Ensured requirements and features set by the client and UI/UX team were met or feasible by identifying technical features needed to fulfill said requirements
- Clarified, mapped, and documented specifications for REST and SOAP APIs using Swagger and sequence diagrams with multiple teams and clients to customise customers' online shopping experience
- Supported AGILE project leads by developing and testing process and system APIs using Anypoint Studio and Postman

### Government Technology Agency

Dec 2020 – Apr 2021

UI/UX Design Intern

- Prototyped multiple wireframes, UI and website assets in weekly AGILE sprints for a service that is used across all Singapore government agencies to access sensor data
- Leveraged on journey maps, empathy maps, user-flow diagrams to enhance user interactions and requirements

UI/UX Designer with a strong background in consulting and frontend development. Skilled in delivering user-centered design solutions, facilitating design thinking workshops, and collaborating cross-functionally in Agile environments. Passionate about bridging design and technology to create impactful digital experiences.

## SKILLS

### Core Competencies

Figma • UI Design • UX Design • HTML • CSS • JavaScript • ReactJS • AdobeXD • Service Design • User Research • Design Workshops • Information Architecture • Design Language Systems • Usability Testing

### Additional Skills

Adobe Illustrator • Bootstrap • Quasar • Swagger • Mulesoft • Postman • Unity

## EDUCATION

### Singapore University of Technology and Design

Bachelor of Engineering with Honours, major in Computer Science and Design

## SIDE PROJECTS

### Pick Up Games Android App

I was a frontend developer and UI/UX designer for a mobile Android app that helps users organise and join sports activities in their community.

### Travel Vlogs

As a side hobby, I also enjoy creating short vlogs to remember my trips by, using DaVinci Resolve.