

Nixon Ooi

Service Designer with a foundation in Human-Computer Interaction and a disciplined approach to every project, from first research question to final prototype. An independent learner by nature, I ask why before I ask how, and I bring that same rigour whether I'm conducting user research, building prototypes in Figma, or iterating based on usability testing outcomes.

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Skills and Competency

Tools: Figma (Advanced Auto-layout, Variables), Framer, ProtoPie, A11y, Photoshop, Illustrator

Skills: Frontend Development (HTML5, CSS3, JavaScript), Version Control (Git), AI-Assisted Development (Google AI Studio, Figma Make)

UIUX: Behavioral Insights, Conversion Rate Optimization (CRO), Journey Mapping, Heuristic Evaluation, Information Architecture, Accessibility (WCAG 2.1)

Capstone Project

EcoPark Smart Urban Mobility Solution

- Simulated a Smart Parking ecosystem by integrating behavioural insights with a high-fidelity Figma prototype, iterating continuously based on user feedback to reduce urban search time.
 - Executed an end-to-end design process from paper sketches to AI-assisted iterations using Google AI Studio and Figma Make, demonstrating learning agility across both design and emerging technology tools.
 - **Achievement:** Validated designs through structured usability testing, achieving a 95% task success rate and a 40% improvement in theoretical travel efficiency across prototype iterations.
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Experience

The Bold Company, Web Developer, 2023 (3 months)

- Analysed interaction data to develop journey maps, optimising system logic for better user retention in e-commerce environments.
- Facilitated prototyping cycles to test digital concepts, ensuring all assets were ready for stakeholder review.
- **Achievement:** Identified and resolved key friction points in the user journey, leading to a projected 20% increase in user retention.

IDS Medical Systems, Marketing Communications, 2023 (3 months)

- Managed digital assets and maintained technical design documentation within regulated frameworks, ensuring compliance and consistency across all delivered interfaces.
- Coordinated with cross-functional teams to translate complex medical requirements into intuitive, compliant digital interfaces.
- **Achievement:** Maintained the standard of digital output within a short period to cover for the lead designer on maternity leave.

Education

Manchester Metropolitan University, BSc (Hons) Web and User Experience Design, 2023 - 2026

- Evaluating UI/UX interaction patterns through cognitive walkthroughs and heuristic evaluations, identifying usability improvements to optimise navigation for diverse user demographics.
- Developing responsive web interfaces using HTML5 and CSS3, ensuring semantic code structure and cross-browser compatibility.
- Conducting independent user research including quantitative survey analysis and qualitative thematic coding, validating findings through structured testing to identify untapped product opportunities.

Chatsworth Medi@rt Academy, Professional diploma, Advertising & Design, 2021 - 2023

- Built a cross-disciplinary design portfolio spanning UI/UX and graphic design, applying grid systems, colour theory and visual hierarchy to produce high-fidelity mockups with strong brand consistency.
- Developed a rigorous eye for detail across product, packaging and marketing briefs, establishing the design fundamentals that continue to underpin the quality and confidence of my work today.