

Chrysan Tay
Singaporean

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Professional Summary

With over 7 years in digital marketing, I've driven successful projects across multiple channels, guided by data and collaboration. Transitioning to UX design aligns with my passion for shaping user experiences and solving complex challenges. By merging marketing expertise with UX principles, I aim to craft cohesive end-to-end digital solutions that resonate with users, prioritize business goals, and foster lasting connections. Grounded in values of collaboration and continuous learning, I aspire to bridge digital marketing and UX, offering comprehensive strategies that meet both user needs and business objectives.

Skills

Software: Figma, Webflow, Optimal Card Sort, Adobe Photoshop, Illustrator, InDesign, Lightroom

Technical: User Research, User Flows, Wireframing, Prototyping, Design Systems, Information Architecture, Usability Testing, Responsive Design, Branding, Visual Design, Interaction Design, Automation/Content Management Systems: Make (Integromat), ActiveCampaign, Magento, WordPress

Areas of Expertise

My specialisation in brand awareness, corporate and marketing communication, event planning, project management, digital marketing, and stakeholder relationship management uniquely positions me to integrate user experience design principles effectively. I ensure intuitive, cohesive, and impactful digital experiences that resonate with users and align with business objectives. By incorporating user research, workshops, focus groups, and actionable recommendations, I strive to deliver user-centric improvements and positive user experiences.

Work Experience

Private Nation Ongoing

Lead UX Designer

- Winner of the IMDA Solid PODs Hackathon 2024 (Team of 2)
- Lead the end-to-end UX design process, wireframing to prototyping and final design.
- Conduct user research and usability testing to inform design decisions and iterate on solutions.
- Collaborate with cross-functional teams to ensure design consistency and alignment with product vision.
- Develop wireframes, user flows, and high-fidelity prototypes that effectively communicate design concepts.
- Create and maintain design guidelines and standards to ensure a cohesive user experience across the product.

Moolahgo Pte Ltd Aug – Dec 2023

Senior Digital Marketing Executive

- Campaign Segmentation, Monitoring, and Optimization: Conducted user research to understand user behaviour and tailored campaigns to specific audience segments, ensuring user-centric improvements.
- Designing intuitive navigation and information architecture: Experience in managing content management systems (CMS) and implementing search and display campaigns, focusing on successful user funnels.

- Optimizing content for user engagement and conversion: Enhanced website content through SEO, improving retention time and conversion count, and aligning with business goals for impactful digital experiences.

Hitachi Asia Pte Ltd Apr – Aug 2023

Senior Digital Marketing Executive

- Organizational and Project Management: Experience in planning and executing workflows between online and offline campaigns, managing design projects, and coordinating cross-functional teams to ensure seamless collaboration and efficient project completion.
- Campaign Execution and Reporting: Executing marketing campaigns and reporting on effectiveness and results, reflecting a data-driven approach and a deep understanding of performance metrics to drive strategic decisions.
- User Tracking and Analytics: Keeping track of information updates in CRM systems and Marketing Automation Tools to monitor user behaviour and preferences, facilitating continuous optimization of campaign effectiveness.

Metric Digital Singapore (Nuffield Holdings Pte Ltd)

Apr 2021 – 2023

Digital Marketing Executive

- Data-driven analytical skills: Experience in executing campaign segmentation, monitoring, optimization, and reporting across marketing channels.
- Identifying and addressing usability issues: Evaluating analytics on ads, landing pages, and user flows, suggesting solutions for underperforming elements, and ensuring user-centric improvements.
- Measuring and optimizing performance: Comparing conversion rates with actual lead numbers in CRMs, identifying potential leaks, and providing actionable recommendations for optimization.

Certifications

- General Assembly – User Experience Design Immersive
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Measurement Certification
- Google Analytics Certification

Education

User Experience Design Immersive

General Assembly Feb – May 2024

RMIT University, Singapore

Bachelor of Business, Marketing Jul 2013 – Jul 2016