



Natasha Wee

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Hi, I'm *Natasha!*

UX & Visual Designer

Graphic design to UX: I started with how things look, now I design how they work.

I'm a multi-disciplinary UX and Visual Designer with 5 years of experience across a blend of UX, web, branding, marketing, and production design, in various lifestyle and fashion industries. My design background allows me to bring an eye for visual design to the product building process, balancing aesthetics and usability.

Key Skills

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|------------------------|--|
| UX Design | User-centred design, user research, interaction design, information architecture, user flows, wireframing, prototyping (low and high fidelity), usability testing, accessibility, design systems |
| Design Tools | Figma, Claude, Claude Code, Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Lightroom, Canva, Procreate, Blender |
| UI & Visual | UI design, responsive design, visual identity and branding, typography, motion graphics, social media, digital and print production, photography, videography, colour grading |

Experience

May 2026 - Present

GovTech, MOE
Internship

UX Designer

- Designing for **Edupass**, MOE's **Identity and Access Management System**, which gives staff and students a secure, seamless sign-in and gives administrators a central portal for accounts and permissions.
- Built the **student onboarding deck** that guided schools off the previous system across secondary to JC/MI levels and iPad, Windows and Chromebook devices, **reducing the team's change management load**.
- Created the Edupass **brand system** (manifesto, brand and product design principles, tone of voice), now the reference for all design decisions across the team.
- Designed the Edupass **visual identity** (logo, colour, typography), which shaped the **design system**.
- Mapped end-to-end **student admin flows**, feeding directly into screen development.

Jun 2022 - Dec 2024

Sift & Pick
Full-time

Visual Communications Executive

- Led **branding and creative direction for a full rebrand**, including the **brand book, brand shoot, brand event**, and photo and video shoots.
- Adapted **campaign key visuals** for **YouTube, Meta and TikTok**, optimising layout, copy and hierarchy while keeping visuals consistent.
- Produced **social, digital and print assets** (EDMs, ads, retail prints), including **motion graphics, video editing and colour grading**.
- Created **Canva templates** for the social media team, speeding up handoffs and keeping assets on-brand.
- Designed **website mockups, prototypes and icons in Figma** to support a clearer user journey.
- Collaborated with developers in weekly sprints on wireframes, prototypes, user flows and usability testing; designed an OptinMonster pop-up that increased sign-ups by 25%.

Dec 2020 - Dec 2021

Urban Li'l
Full-time

Designer

- Managed **end-to-end production of custom laser-cut and print orders**, up to 1,000 per month at peak, from **product design and prototyping to vendor coordination and delivery**.
- Oversaw **production cycles** for new collections, handled **quality control**, and **mentored new hires** on workflows and SOPs.
- Designed **promotional visuals**, shot and edited product photography for Instagram and Shopify.
- Designed **packaging and products** for the annual Christmas launch.

Education

2024 - Present
(Expected: Dec 2028)

Bachelor of Science in Digital Media

Singapore University of Social Sciences (SUSS)

- Completed modules in **User Experience (UX) & User-Centred** design, building skills in contextual inquiry, wireframing, prototyping, and visual storytelling for web and interactive experiences.
- Practiced **core UX principles** and applied them to **responsive web experiences** using **HTML, CSS**, and **JavaScript**, including user flows, wireframing, and prototyping.
- Studied **human factors** and the **design thinking process** behind user-centred design, conducting research and usability testing to translate user needs into intuitive, user-centred solutions.
- Gained additional skills in **photography, video/audio production, VFX** using Blender, and introductory **Python** programming.

2017 - 2020

Diploma in Visual Communication

Specialisation in Visual Branding & Identity

Nanyang Polytechnic

- Completed core modules in **design fundamentals, typography, design methodology, photography, digital media**, and **communication** skills, building a strong foundation in visual and interaction design.
- Specialised in **Visual Branding & Identity**, developing as a **brand-forward designer** who is able to express a brand's personality across touchpoints and adapt visual communication to fast-changing business environments and requirements.