

RACHEL FOO

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UX Designer | 3 years | User research, mobile app design

Asst Head of Visual Arts | 3 years | Management, user research, customer service design

Paint Artist | 7 years | Design, Film and TV

Graphic Designer | 4 years | Graphic design, web animation, publication

PROFILE SUMMARY

Technical Skills

- Wireframing and Prototyping (Figma)
- Design studio
- Design system
- UX research
- Customer journey map
- Video Editing
- Animation

Functional Expertise

- Stakeholder and project management
- Competitor analysis
- Marketing and branding
- Operations management
- Customer experience

Industry Expertise

- TV and movies
- Advertising
- Visual effects
- Education and EdTech
- Marketing
- Environmental sustainability
- Publication design

WORK EXPERIENCE

ONEREPAIR

UX Designer

User Research and Design (2024)

- Create proof of concept prototype for stakeholders
- Conduct and deliver UX research artefacts that drives product and business decisions
- Conduct user interviews and design studios that inform user flows
- Conduct usability testing and iterate to improve user experience
- Play an active role in communicating strategic planning and product roadmap
- Enhance design system and UI library

CANVAS ARK

Asst Head of Visual Arts

User Research and Service Design (2020-2023)

- Part of the founding team in a business unit start up
- Conduct user research surveys, competitive and comparative analysis to drive product development and adoption
- Improve service design by advocating for and executing enhancements to the customer transaction experience
- Partner with finance and front desk teams to implement online payment and signup systems based on market analysis and customer feedback
- Develop streamlined prioritization and work processes in collaboration with finance and IT departments
- Supervised front and back office operations
- Lead and designed digital marketing content
- Worked closely with stakeholders to improve sales, customer service and retention
- Curriculum planning for children enrichment and adult team bonding workshops
- Events planning and cost management

SENIOR PAINT ARTIST

Design, Cross functional teams

Scanline VFX, Vancouver (2017-2019)

Base FX, China (2016-2017)

DNEG, Singapore (2012-2016)

- Artist working on Hollywood blockbuster movies to create quality visual effects and video editing in an AGILE environment
- Integrate client specifications and internal guidelines to produce high level of detail and attention to visual standards
- Worked with project coordinators to ensure timelines and goals are met
- As a senior artist, participate in cross functional collaboration with supervisors and other departments on creative versions
- As lead artist in charge of shot QC, worked closely with production to ensure our team can meet internal quality checks and timelines
- Mentorship experience as part of a team training junior artists
- Shows include the award winning Les Miserables and Interstellar, which won an Academy for Best Visual Effects, VES (Motion Picture) and a Bafta

GRAPHIC DESIGNER

Design, Publication, Web

Intelligence Insight (2009-2010)

HandsOnLearning (2009)

- Worked closely with museum docents to create graphic design and animation for museum programmes, both print and online
- Designed educational book illustrations in consultation with stakeholders, from art concept to page layout and print publication, including editing and copywriting
- Produced animation for advertising
- Designed website layout, icons and other graphics for clients according to their specifications
- Logo design

ART TEACHER

Design, Education

Boulevard (2016)

Studio Miu Art (2010-2012)

Artpies (2009)

- Art Teacher in charge of curriculum design. Wrote student reports and communicated assessments to parents and management.

EDUCATION

GENERAL ASSEMBLY

User Experience Design

2023 Nov - 2024 Feb

Redesigned website for Ultra Supplies and The Projector. Fluent in core UX techniques, from user research to creating personas, prototyping, usability testing, and customer journey mapping.

Community programmes

Volunteer as one of the committee members organising the Children's Cancer Foundation Annual General Meeting 2006 as secretary, and in 2008 as programs coordinator.

Designed greeting card and calendar for fund-raising sales.

LASALLE COLLEGE OF THE ARTS, SINGAPORE

Bachelor of Arts (B.A.), Animation

2005 - 2009

Video and animation collaboration (2008)
Showcased as part of a video installation for Digital Homelands at the National Museum of Singapore.

Animation collaboration (2008)
Showcased at the Esplanade, Singapore

Animation (2006)
Showcased in Earl Lu Gallery, Singapore

A representative in Campus on 938LIVE!
(2008)