Wu Peipei

Senior UI / UX Designer

☐ +65 9299 0074

✉ wupeipei1212@gmail.com

🔗 https://www.wupeipei.com/

Accomplished Senior UI/UX Designer with over 10 years of experience in designing and developing user-centric digital solutions across telecommunications, marketing, and technology industries. Proficient in creating scalable design systems, optimizing user flows, and collaborating with cross-functional teams to deliver impactful experiences. Strong educational background in Computer Science and Graphic Design.

Skill

Design

Figma

Adobe XD

Photoshop

illustrator

Indesign

Coding

Bootstrap

Html/CSS

Javascript

Sass/Less

Language

English

Chinese

Professional Experience

Senior UX Designer | Zero1 Pte. Ltd.

Singapore | Oct 2023 - present

- Spearheaded the design and optimization of physical SIM and eSIM purchase and activation flows, leveraging Singpass for seamless user authentication.

- Managed the design and development of the Zero1 2GO Travel Data SIM website, aligning with business objectives to drive user engagement and conversions. Integrated SEO strategies that boosted impressions by 10x, clicks by 3x, and sales by 5x compared to the same period last year.

- Collaborated across teams to enhance user experience through structured feedback sessions and usability testing.

Freelance UI/UX Designer

Singapore | Apr 2022 - Sep 2023

- Designed and created the design system for a large-scale client project, which included both the CRM system and SuperApp, ensuring consistency and scalability across the two platforms.

- Led the end-to-end design of the SuperApp, integrating advanced features such as QR code ordering, eGift, membership payment modules, and reservation functionality, delivering a seamless and user-friendly experience.

Senior UI Designer | C&J Marketing Software

China | Nov 2018 – Aug 2019

- Directed cross-functional teams to redesign 15+ websites for responsive formats within two months, improving accessibility and scalability.

- Developed and implemented a comprehensive design system to ensure consistency across products.

- Created visual assets for 20+ software websites and the company's online shop, aligning with branding and UX standards.

Senior Web Designer | ENOVAX Pte. Ltd.

Singapore | Jan 2012 - Sep 2016

- Sole designer leading the design efforts while collaborating with a team of 15+ developers to deliver high-quality digital solutions for clients.

- Designed and developed user interfaces for diverse platforms, including web, mobile, and kiosk systems, ensuring user-centric designs and seamless functionality.

- Managed 20+ concurrent projects for high-profile clients, including Golden Village and Sentosa, consistently meeting deadlines and exceeding expectations.

Visual Designer | Tongcheng Travel

China | Dec 2009 – Nov 2011

- Led the visual design team within a 20+ member design department, managing schedules and ensuring timely delivery of tasks.

- Designed all banners and visual assets for website events and campaigns, contributing to engaging and impactful user experiences.

Education

Nanjing University of Posts and Telecommunications

Bachelor of Computer Science and Technology

Sep 2007 - Jul 2009

Changshu Institute of Technology (Suzhou)

Graphic Image and Media Technology

Sep 2005 - Jul 2007