

Fred Lin 林立翔

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I am a multidisciplinary creative from Singapore who has worked creatively in Shanghai for 11 years before returning to Singapore in 2017. I built my first website at the age of 13, and have continued learning on my own to become an all-round digital creator, specialising in UI/UX design and frontend development with a hint of PHP development.

I can be hands on in my creative work but also manage a team and business with my experience as an employed and self-employed creative director.

Experience

GRAIN & PIXEL

March 2019 - August 2019 in Hong Kong and Singapore

Position: Creative Director

Responsibilities:

- Conceptualise creative direction and strategy for client projects.
- Visual concept development, User Interface (UI) and User Experience (UX) design.
- Led and worked with a team of designers, project managers and 3rd party developers in delivering the final product.

Featured Projects

Client: Hong Kong University

Project Name: Urban and Transport Laboratory

Date: March 2019 - August 2019

One-liner: Design and develop an interactive table and wall touch display for HKU to visualise and manipulate geographical raw data in a modern, user-friendly and hands-on manner.

Tasks Involved:

- Worked closely with project managers in understanding client requests and translating them into practical and feasible applications.
- Conceptualised user interface and experience with creative interactions such as usage of physical markers on the displays.
- Guided the design team in the user interface design and theme, balancing form and function.

Client: Castle Peak Hospital

Project Name: Mindspace Exhibition

Date: April 2019 - August 2019

One-liner: A public exhibition showcasing the Castle Peak Hospital's history and services with various digital interactive experiences across 17 experience areas.

Tasks Involved:

- Took over the project from the previous team and helped to manage and resume design and development with the new team to deliver the project.
- Communicated with the client to understand requirements and manage expectations.
- Worked closely with project managers and 3rd party vendors in consolidating content assets, pushing through development.
- Handled various digital creative tasks, including UI design, photo processing, video, and audio editing.
- Conducted on-site installation of hardware and software.

FLINT CREATIVE

January 2008 - March 2019 (Self-employed) in Shanghai and Singapore

Position: Founder / Creative Director

Responsibilities:

- Guided and led a team of designers and developers.
- Performed client and project management duties.
- Serviced a globally diverse clientele in digital services including branding, graphic design, website design and development, UI/UX consultancy, app design, and development.
- Clients included: Nokia, Veromoda, The Nielsen Company, Shanghai Tang, Dettol, DiningCity, Avazu Inc, Gogreen Holdings, Segway Singapore, Grain & Pixel and Kollektiv Creative Hub.
- Collaborated and accumulated strong relationships with other creative agencies.

Featured Projects

Client: APMAX (Beijing)

Project Name: APMAX Supply Side Advertising Platform

Services Rendered: Branding, UI/UX Design, Frontend Development

Date: February 2019 — April 2019

One-liner: APMAX is a start-up launching an SSP platform similar to Google Ads and needed a fresh and user-friendly UI that would support millions of user transactions daily.

Tasks Involved:

- Supplied branding in the form of Logo, Key Visuals and delivered via Branding Manual.
- Conceptualised UI and UX Design from provided low fidelity wireframes.
- Implemented UI and UX into working HTML/CSS/JS for the client's internal tech team to implement.

Client: IACTION (Shanghai) (www.iaction.com.cn)

Project Name: IACTION 2019 Corporate Website

Services Rendered: UI / UX Design, Frontend Development, Wordpress Development.

Partner Agency: Kollektiv Creative Hub

Date: November 2018 — February 2019

One-liner: IACTION is a leading architecture firm based in Shanghai who needed a website facelift.

Tasks Involved:

- Transformed visual designs into working HTML/CSS/JS.
- Implemented User Experience into the designs, and adjusted/created User Interface designs where required.
- Developed and deployed the website via Wordpress with multilingual support.

Client: Segway Singapore (www.segway.com.sg)

Project Name: Official Segway Singapore Website

Services Rendered: UI / UX Design, Branding, Frontend Development, Wordpress Development, E-commerce and Maintenance.

Date: September 2017 — Present

One-liner: The official website for Segway/Ninebot Personal Mobility Devices in Singapore.

Tasks Involved:

- Lead creative direction and conceptualisation.
- Designed the UI and UX.
- Developed the Ecommerce platform via Wordpress.
- Provide continual content and technical maintenance.

DININGCITY ASIA

June 2014 - February 2017 in Shanghai

Position: Creative Director

URL: www.diningcity.asia

Responsibilities:

- Led creative and art direction for DiningCity's restaurant booking websites and apps.
 - Led UI and UX design and development for DiningCity's websites and apps.
 - Managed a team of 3 designers and 4 web developers (programmers).
 - Strategised the company's products and services development and plan together with key stakeholders (CEO and COO).
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DININGCITY ASIA

June 2012 - June 2014 in Shanghai

Position: Freelance UI Designer + Frontend Developer

Responsibilities:

- Helped create frontend HTML for initial rebranded designs of DiningCity website.
 - Later supported the rebrand and re-conceptualised the DiningCity and Restaurant Week websites.
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AVAZU INC.

February 2014 - June 2016 in Shanghai

Position: Head of Creative

URL: www.avazuinc.com

Responsibilities:

- Led creative direction for Avazu's visual communications materials, online and offline.
 - Conceptualised visual designs for Avazu's exhibitions and booths.
 - Led UI and UX design and development for Avazu's ad exchange platforms for B2C and B2B.
 - Collaborated with a team of 20 developers in implementing and optimising my UI and UX across their proprietary Ad Exchange platforms which handle millions of transactions daily.
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AVAZU INC.

March 2012 - February 2014 in Shanghai

Position: Senior UI/UX Designer

Responsibilities:

- Visual and UI/UX design for various of the company's proprietary advertising exchange platforms used by millions of users worldwide.
 - Frontend development with standards-compliant modern HTML/CSS/Javascript.
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Academic Qualification

Diploma in Multimedia Information and Communications Technology, Nanyang Polytechnic.
Singapore, 1999 - 2013

Proficient Skills

Design

User Interface + User Experience

Graphic Design

Branding + Identity

Web Development

HTML / CSS

Javascript

PHP (Laravel + Codeigniter Frameworks)

SASS / SCSS

Gulp

Wordpress

Bootstrap Framework

AngularJS

VueJS

MySQL

Software

Adobe Photoshop CC

Adobe Illustrator CC

Adobe XD CC

Adobe Premiere CC

Sketch

SublimeText

GitHub

Mac OS

Languages

English, Mandarin, Cantonese, Teochew.

End of CV. Thanks for reading this far.