

Fred Lin

Date of Birth: November 1982

Portfolio: www.fred.sg

LinkedIn Profile: www.linkedin.com/in/fredlin82/

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 good dose of PHP development.

I can be hands on in my creative work but also manage teams, projects and business operations with my experience as an employed and self-employed creative director.

Experience

One Faber Group

September 2019 - March 2022

Position: Project Manager

Background:

One Faber Group had a project to procure and implement an Enterprise Resource Planning software to be used across their various business units with their Finance department.

The project had been stuck at the tender evaluation stage for over 6 months, before they started looking for a new project manager to take charge of the project.

Tasks Involved:

- Re-evaluated the tender submissions and completed the tender process.
- Integrated the SAP B1 system with the various business units in One Faber Group, such as Finance, Retail, Food & Beverage and Cable Car Ticketing.
- Interfaced the SAP B1 system with multiple POS systems for automated sales collections. (Eber, Eurostop, Epoint)
- Planned and managed project milestones, timelines, workshops and meetings both internally within One Faber Group and together with the principal vendor (Sabre Information Systems) along with multiple 3rd party vendors for systems interfacing.
- Worked closely with company stakeholders and vendor in aligning requirements and resolving challenges.
- Conducted online and offline training and UAT sessions internally and externally with the various users and system vendors.
- Facilitated the project plan throughout the Covid lockdown period between March 2020 to July 2020 and managed the project with minimal delays.
- Implemented a F&B stock inventory management system with recipe costing for the company's F&B restaurants and outlets.

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 - Present (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: Gogreen Holdings Pte Ltd

Project Name: Segway Tours Singapore Website Redesign

Services Rendered: Online Booking, UI/UX Design, Frontend Development

Date: April 2020 — July 2020

One-liner: Segway Tours was long overdue and needed a design overhaul to meet their re-opening of attractions after the Covid Lockdown, only via online-booking.

Tasks Involved:

- Conceptualised and implemented UI and UX designs into code.
- Implemented online booking system with special features limiting capacity due to Covid restrictions and also safety waiver sign-offs via mobile site.

Client: Kollektiv Creative Hub (Shanghai) (www.kollektiv.co)

Project Name: Kollektiv Creative Hub Website Redesign

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

Date: April 2019 — August 2019

One-liner: Kollektiv Creative Hub is a leading creative agency in Shanghai whom FLINT has been working with throughout the years, and entrusted FLINT to implement a fresh 2019 redesigned overhaul of their website.

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

Bootstrap and Tailwind CSS Frameworks

Javascript

PHP (Laravel + Codeigniter Frameworks)

SASS / SCSS

Gulp

Wordpress

AngularJS

VueJS

ReactJS

MySQL

Software

Adobe Photoshop CC

Adobe Illustrator CC

Adobe XD CC

Adobe Premiere CC

Sketch

Figma

SublimeText

GitHub

Mac OS

Languages

English, Mandarin, Cantonese, Teochew.

End of CV. Thanks for reading this far.