

# Patricia Goh

## UX, UI Designer & Front-end Developer

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### What drives me

I'd like to continue creating intuitive and meaningful products. I strive to solve problems and meet goals by using lightweight and minimalist methods.

### An ideal partnership

A career with a robust team where my expertise is valuable and where my skills can develop.

### Languages & Libraries

#### HIGH PROFICIENCY

HTML, CSS, Bootstrap, SASS

#### INTERMEDIATE PROFICIENCY

React.js, LESS, Javascript, jQuery, PHP, Wordpress, Twig

#### NATIVE PROFICIENCY

English, Mandarin, Malay

#### BASIC PROFICIENCY

Estonian, Portuguese

### Toolbox

#### UX DESIGN

Sketch, Balsamiq, Kissmetrics, VWO, Optimizely, User-Testing

#### UI DESIGN

Sketch, InVision, Flinto, XD

#### DEVELOPMENT

Zeplin, BitBucket, Git, Vagrant

#### EXPERIENCED IN

Photoshop, Illustrator, InDesign, Premier Pro, Final Cut Pro

### Experience

2017 - PRESENT

#### FRONT-END DEVELOPER

at SaleMove OÜ · Tartu, Estonia

2014 - 2017

#### UX, UI DESIGNER & FRONT-END DEVELOPER

at [www.patriciagoh.com](http://www.patriciagoh.com) · Remote

- > Conducted in-depth UX researches and tests for tailored insights, to accurately cater to redesign and product expansion needs.
- > Designed clean and sleek aesthetics for websites and softwares' UI, boosting attention from targeted user demographics.
- > Built products using HTML, CSS, JS and PHP, mostly on Wordpress, with clean code for a smooth collaboration with other developers.

2016 - 2017

#### UX & UI DESIGNER

at BitFiner OÜ · Tartu, Estonia

- > Spearheaded UX tests and wireframing processes, drove better informed design decisions.
- > Created UI kits and visual design templates based on clients' brands, visions and missions for their products or services.
- > Closely collaborated with developers in building and testing phases, identifying bugs and providing debugging solutions.

2015 - 2016

#### MARKETING SPECIALIST

at Ganttic OÜ · Tartu, Estonia

- > Researched, redesigned and rebuilt the company's website leading to more effective lead conversion, SEO and user-friendliness.
- > Ran UX tests on improving the product's onboarding conversion, with the result of a more user-friendly UI and higher user retention.
- > Wrote and designed original content for the blog, generated higher quality inbound leads by using highly searched for keywords.

2014 - 2015

#### UX & UI DESIGN INTERN

at Flourish Sales Ltd · North Shields, UK

### Education

2012 - 2015

#### NEWCASTLE UNIVERSITY · Newcastle, UK

BA (Hons) Media, Communication & Cultural Studies · 2:1

2010 - 2012

#### TAYLOR'S UNIVERSITY · Kuala Lumpur, Malaysia

Diploma in Communication · CGPA3.6