

# Ho Chinn Fang

## Product Developer | UI/UX Designer | Web Developer

National University of Singapore: Bachelor of Computing (Honours) in Information Systems; CAP: 4.27; Expected Dec 2021

<https://cfdkdcftw.github.io>

✉ hochinnfang@gmail.com

☎ +65 9613 1495

### ABOUT ME

A learner, an ideator,  
and an enthusiast, I am a  
**penultimate** student looking  
for opportunities in Tech x  
Design x Business.

### TECHNOLOGIES

HTML/CSS, JSF Technology,  
Angular, VueJS, PostgreSQL,  
Java, Python, JavaScript

### TOOLS

Figma, Miro

### DESIGN AND METHODS

Mobile Design, Collaterals  
User Research, Wireframing,  
Prototyping, Usability Testing

### INTERESTS

Human-Computer Interaction,  
Product Management,  
Visual Design

## PRODUCT AND DESIGN EXPERIENCE

### UI/Design Freelancer

*Vouch SG*

Jan 21 - Present

- Designing collaterals and social media posts to promote new product launches.
- Redesigning chatbot and platform interface to improve user experience.

### Product Development/Engineering Intern

*Vouch SG*

Jun 20 - Dec 20

- Headed the full product development cycle of a content delivery web application for a local museum.
- Designed high-fidelity user interface mockups that helped to secure client buy-in for a high-value project.
- Redesigned the client-facing user interface for the company's core product offering.

## TECH EXPERIENCE

### IT Intern

*Corsiva Lab*

May 19 - Jul 19

- Created new front-end websites and maintained existing client websites.
- Collaborated with a total of 12 projects that include HTML/CSS, WordPress, ASP.NET and Shopify projects.
- Worked with WordPress plugins such as WPBakery, Visual Composer, WP Mail SMTP and more.
- Integrated an Instagram feature grid into a Shopify website.

### Orbital Pair Project

*NUS School of Computing*

May 19 - Jul 19

- Developed an Android application that lets users earn money in their own time by completing surveys and giving feedback to companies.
- Achieved Advanced Level of Achievement (Apollo 11), which is awarded to mobile app development projects that demonstrate awareness of basics in software engineering, testing and documentation.

## MARKETING EXPERIENCE

### Marketing Co-lead

*ShareShip*

Dec 19 - Feb 20

- Revamped the Instagram account, generating 300+ user impressions.
- Initiated a new business venture for market validation and customer acquisition.

### Director of Merchandise (Marketing)

*NUS Students' Computing Club*

Sep 19 - Aug 20

- Directed team of 7 to spearhead 5 new official merchandise items, generating a total revenue of \$10k for the year.

### Operations & Partnerships Associate

*NUS Entrepreneurship Society: UNICON 2020*

Sep 19 - Feb 20

- Organised a marketing stunt to boost ticket sales, oversaw procurement matters, sourced for sponsors and conference booth partners.