



Hi, I'm Dara

I do UX/UI Design

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To me, good design communicates, captivates & inspires. It's invisible, functional and for the people.

Bit of a perfectionist but love a good organised mess. I strive to do work that excites me, things that can ideally make a difference. I live by an adapt-or-perish motto, and I've got the determination to put myself up to the challenges and to step outside my comfort zone.

Education

2001	CHIJ St Theresa's Convent
2005	GCE O Levels
2006	Republic Polytechnic
2009	Diploma in Technology & Arts Management
2009	SIM Global (Royal Melbourne Institute of Technology)
2010	BA in Communication Design (with Distinction)

Design / Skills

UX

User Experience
User Interface
User Research
Workshopping
Interaction Design
Wireframing
Prototyping

Code

HTML
CSS
CMS

Tools

Figma, Sketch, Overflow, Zeplin, Miro
Jira, Confluence, Asana, Google Analytics,
Adobe Photoshop, Illustrator, InDesign, Axure, Microsoft Office

Work Experience

2011	Greenhouse Communications + Design
2012	Refinery Concepts
Jan 2012 Jun 2013	POSSIBLE Worldwide
2014 2016	Freelance Design (Art Direction/Interaction/UX/UI)
May 2016 Dec 2016	Toaster Ltd (Google)
Mar 2017 Jul 2018	Heimat Werbeagentur GmbH
Feb 2019 Nov 2019	BASA GmbH (Book a Street Artist)
Jan 2020 May 2021	StarHub Ltd
Jun 2021 Jul 2024	OCBC Bank