

Rakeeza Sheren

I'm a Singaporean UX designer, passionate about innovative, user-centered design. Proficient in UI/UX, branding, and design management. I specialise in crafting creative digital solutions that drive business impact.



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[Rakeeza Sheren](#)

Work Experience

2.5 Years Exp in UX

5 Years Exp in Design

UX Product Designer

Feb 2023 - Present | CuriousCore

Led the end-to-end development of www.curiouscore.com, including wireframing, prototyping, user journey design, and thorough product research with a team. Generated high-fidelity mockups and designs, consistently meeting stakeholder expectations and project timelines. Collaborated closely with stakeholders and developers to ensure seamless project management, delivering outstanding results. Constructed and optimized B2B pages, significantly enhancing B2B sales performance.

Apprentice UX Designer

October 2021 - January 2023 | CuriousCore

Collaborated with fellow UX students in freelance projects, applying fundamental UX design principles to real-world scenarios with industry professionals. Conducted consumer research, business analysis, and user interviews, rapid prototyping while managing multiple stakeholders. Delivered live projects for prominent clients including AirAsia, The Nutrition Clinic, and Her Velvet Vase.

Digital Designer

July 2020 - Feb 2023 | Synthesis Singapore

I specialized in data visualization, where design met data, for notable clients including Estee Lauder, Netflix, Nike, the Singapore Government, and BBC. As the sole in-house designer, I served as the creative driving force, crafting compelling visuals that led to a remarkable 40% increase in social media followers. My role extended to internal design works and team mentorship, elevating the company's visual output.

Freelance Graphic Designer

April 2020 - July 2020 | Prudential

Creating animated data visualisations for recruitment package project (Internal)

Graphic Designer + Project Manager

October 2018 - January 2020 | Quirk

In a dual role encompassing graphic design and project management, I gained valuable insights into both agency ends, including web, digital, and social media marketing. Clients designed for: Merck, ISCA, Best Petrol, Moyem Medical, Royal Plaza, HEB Firewalking website, AIA, Temasek Holdings etc. Clients Managed: St Luke Elder Care, Filmgarde Website, Guardian, Joyden (GDN & website), International French School website

Junior Graphic Designer

January 2018 - August 2018 | Equus

My role spanned branding, and UI/UX design, with mastery in each discipline. I explored packaging and uniform design, fostering a holistic understanding of design practices. Diverse portfolios: Airstation, Graphite Studio, Manta Air, The Legian Bali, Google Office Philippines, Sembcorps, DBS, Singapore International Foundation

Freelance Graphic Designer

January 2014 - Present | Self Employed

Independent freelancer, managing clients from all kind such as: Prata Planet Pte Ltd, Pisti Print, mmmm!, Legends Gym, khazanna, HennabyRazinah, Go easy Trip etc.

Volunteer Design Team lead

August 2015 - June 2018 | Soutilaahi

Headed a team of like minded designers to produce event collaterals.

Education

Glasgow School of Arts

Sept 15' - Jun 17' | Sg, Scotland
BA with Honours in Communications Design

Lasalle College of the Arts

Aug 11' - May 14' | Singapore
Diploma in Design Comm.

Skills

Tools

Figma
Miro
A. Illustrator
A. Photoshop
A. Aftereffects
Adobe XD

Methodology

UI/UX Design
Interaction design
Wireframing
Prototyping
Design system design
User Research

Interests

Painting
Blogging
Reading
Travelling
Podcasts:
Design Details
NN UX podcast
Yah Lah But...

Certification

UX Design Career Accelerator
(4 Months) — CuriousCore, 2022

Supercharge your marketing with Ai
— Rocket Academy, 2023

Design with AI Course
— ADPlist, 2023

ADPList Product Management with Ai
— ADPlist, 2023

Awards

Olay—1st Prize: Olay's Best
Beautiful AdCampaign

Reference

Daylon Soh — Founder of CuriousCore
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Silvia Tan — Account Manager at Distilleri
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