**Ilene Meiling Munas**

ilene.munas@gmail.com | [linkedin.com/in/ilene-meiling-munas](https://www.linkedin.com/in/ilene-meiling-munas) | [www.ilenemeilingmunas.com](http://www.ilenemeilingmunas.com)

**Firecracker | Creative problem solver | Experience designer**

**SUMMARY**

Seasoned User Experience Designer specializing in crafting user-centred designs that enhance digital experiences and solve complex problems. Demonstrates expertise across finance and hospitality industries, leveraging skills in user research, competitive analysis, and design systems to drive strategic projects and improve user engagement. Recognized for creative and strategic thinking, effective communication, and collaborative capabilities, ensuring alignment with business goals. Proven ability to deliver high-impact solutions through comprehensive design methodologies, showcasing strong technical proficiency and an innovative approach to UX design.

**KEY EXPERTISE**

* Creative Problem-Solving
* Mobile-First, Scalable Design Solutions
* Innovative Ideation
* Feedback Integration
* Cross-Functional Collaboration

**TECHNICAL SKILLS**

* **UX Design Tools:** Proficient in Figma and Adobe XD for wireframing and prototyping.

**SOFT SKILLS**

* Communication | Adaptability | Teamwork | Growth Mindset | Time Management

**PROFESSIONAL EXPERIENCE**

**Publicis Sapient,** Singapore **06/2022 – 06/2024**

**Job title: Senior Experience Designer**

* **Key Account: Bank of the Philippines Islands (BPI)** (Website Revamp)
* Spearheaded the content management systems (CMS) migration and website experience uplift for BPI, with key focus delivery in seamless and enhanced user experience. Engineered mobile-first, future-ready, and scalable web solutions, leveraging comprehensive research and design principles.
* Developed and maintained a comprehensive design system on Figma, encompassing all design elements from components to templates.
* Conducted extensive competitive analysis and brand positioning, crafting persona-based journeys and content strategies to strengthen market presence.

**Achievements:**

* Successfully uplifted BPI’s website experience, incorporated advanced heuristic assessments and information architecture achieving outstanding performance score from Grade F to Grade A.
* Established a robust design system on Figma, standardised design elements across projects, increased efficiency in publishing of approved pages by Content Authors by 93%.

**Section Pte Ltd,** Singapore **09/2021 – 06/2022**

**Job title: Senior User Experience Designer**

* **Key Account: OCBC Bank** (Website Revamp – Malaysia)
* Collaborated with the Malaysian UX team to conduct user interviews, extracting valuable insights to refine and personalise user journeys specifically for Malaysian customers.
* Developed wireframes consistent with OCBC Bank’s design systems, maintaining cohesiveness and governance across digital platforms in alignment with the Singapore website.

**Achievements:**

* Enhanced user experience by integrating user feedback into redesigning customer journey maps, significantly improving user interaction and satisfaction.
* Streamlined design processes by adapting and applying OCBC’s established design frameworks, ensuring faster deployment and uniformity across regional platforms.

**Ogilvy,** Singapore **06/2021 – 08/2021**

**Job title: User Experience Designer**

* **Key Account: MILO** (Website Revamp – Vietnam)
* Led the MILO website revamp project in Vietnam, adopting a mobile-first design approach to enhance accessibility and user engagement.
* Conducted a comprehensive audit, identifying critical pain points and redefined the website’s information architecture.

**Achievement:**

* Developed and implemented detailed wireframes and UI designs using Sitecore components, significantly improving the site's user interface and overall functionality.

**Tribal Worldwide,** Singapore **10/2020 – 04/2021**

**Job title: User Experience Designer**

* **Key Account: Gardens by the Bay** (Website Revamp)
* Collaborated closely with stakeholders to overhaul the Gardens by the Bay website, identifying user pain points through in-depth interviews and analysis.
* Designed and proposed a new information architecture, creating detailed wireframes and clickable prototypes to refine user flows and interactions.

**Achievement:**

* Directed the UI design process, significantly enhancing the visual and functional aspects of the website to optimise user experience.

**Ekino Singapore,** Singapore **02/2018 – 08/2020**

**Job title: User Experience Designer**

* Led major projects autonomously, supported business development activities, and responded to pitches and proposals to expand client engagement.
* Enforced UX methodologies across projects from diverse industries, ensuring a balance between user-centric designs and business objectives.
* Conducted comprehensive UX audits and stakeholder workshops to identify and address usability issues for optimising Banyan Tree’s website.
* Collaborated closely with UI designers and technology teams to define and implement features that enhanced user interaction and functionality.
* Facilitated user research and analysis to pinpoint user needs and behaviour, significantly informing design improvements and strategic direction.

**Achievements:**

* Synthesised and presented findings and strategic recommendations to stakeholders at Banyan Tree, directly influencing website enhancements and user satisfaction.
* Pioneered innovative UX/UI solutions for HReasily, led the development of user-focused design improvements that enhanced overall user experience.
* Delivered a detailed Competitor Analysis and interview results for Culum Capital, which shaped the strategic overhaul of customer-facing portal.
* Developed wireframes for redesigning Great Eastern’s website; contributed to doubling the website’s conversion rate over six months and was deployed across four markets in three languages.

**Creative Labs 11/2015 – 02/2018**

**Job title: Senior Art Director**

* Spearheaded multi-channel advertising campaigns, optimising the synergy between print, digital, radio, and out-of-home platforms.
* Cultivated strategic partnerships with key stakeholders to enhance campaign effectiveness and reach.

**Achievements:**

* Achieved finalist status at the 2017 SPARK Awards for 'Best Media Solution - Print', recognising outstanding creative and strategic advertising.
* Nominated for 'Best Integrated Campaign for a Client' at the 2017 PANPA Advertising and Marketing Awards, demonstrated excellence in campaign integration.

**The Local Pte Ltd. 07/2013 – 06/2015**

**Job title: Senior Art Director**

* Directed comprehensive above-the-line (ATL) and below-the-line (BTL) campaigns, ensuring creative consistency and brand alignment across various media outlets.
* Managed creative teams and client relations to deliver tailored advertising solutions that resonated with target demographics.

**Achievements:**

* Awarded the 2014 Rebel Agency of the Year, highlighting our disruptive and impactful advertising strategies.
* Featured in Marketing Magazine for the 'Wickedly Juicy TV Campaign', showcasing innovative campaign execution that captured audience engagement.

**EARLIER CAREER ROLES**

Senior Designer, Tag Worldwide 03/2011 – 05/2013

Designer, Young & Rubicam 11/2006 – 09/2010

Senior Designer, Formul8 Pte Ltd. 01/2005 – 09/2006

**EDUCATION**

**Bachelor of Degree in Advertising** 2003

RMIT University, Australia

**Diploma in Visual Communications** 2000

Temasek Polytechnic, Singapore

**PROFESSIONAL CERTIFICATION**

UX Certificate, Interaction Design, Nielsen Norman Group 2019

UX Certificate, User Experience Design**,** General Assembly 2016

**NATIONALITY**

Singapore Citizen

**LANGUAGES**

English (Written and spoken)

Mandarin (Spoken)

**REFERENCES**

Available on request