

OLIVIA NG

A designer who codes, with 9 years in the tech industry.
Skilled in visual design, marketing, and branding, I craft and code user-centered interfaces, bridging brand and product design.

Email: oliviale@buffalo.edu

Portfolio: meowlivia.com

Codepen: [@oliviale](https://codepen.io/oliviale)

Dribbble: [@oliviale](https://dribbble.com/oliviale)

WORK EXPERIENCE

Marketing Designer/Developer, Toggl Track, Fully remote

Mar 2018 – Present

- Designed all landing pages and marketing assets such as product marketing images or animations, sales proposals, consumer reports, conference banners, and slide decks
- Maintained a design system for the marketing pages and developed reusable UI components, ensuring they are responsive and versatile
- In charge of HTML/CSS development of all landing pages and stood as the technical person to bridge the gap between the Marketing and Frontend teams
- Cooperate with the SEO Specialist, Product Marketer and Growth Specialist to optimize the website for lead generation, sign up conversions, and SEO through market research and A/B tests
- Designed a user-friendly template system with Figma to streamline the creation of consistent branding assets, ensuring compliance with brand guidelines and quick asset turnaround
- Police the brand and visual identity to ensure all customer-facing materials are consistent

UI/UX Designer, JobKred, Singapore

Nov 2014 – Mar 2018

- Designed and coded all landing pages, the web application, and marketing emails
- Implemented A/B testing for marketing landing pages for conversion optimization
- Designed and maintained the CSS architecture (SMACSS and BEM) and talked about it
- Made all creative assets such as illustrations, social media ads, and physical brochures
- Conducted interviews, surveys and usability testing with stakeholders, site users and target markets. Worked with the CEO to decide on prioritization of product features

UI/UX Developer Intern, The Walt Disney Company, USA

Dec 2013 – June 2014

- Designed wireframes and developed prototypes for 4 internal projects

PERSONAL PROJECTS

- JustATravelBucketList.com — A website to create and download a PDF of your ideal travel bucket list. Built with HTML, CSS, jQuery and a large JSON file
- [CSS Grid Experiments](#) — 30+ mini CodePens to explore the wonders of CSS Grid
- TellyStats.com — Designed a stats compilation site for reality TV shows

EDUCATION

State University of New York, University at Buffalo, USA
BSc (Honors) In Business Administration (MIS & Marketing)

May 2013
GPA: 4.0/4.0

SKILLS

Design: UI/UX design, Visual design, Motion design, Responsive or mobile-first design, Prototyping
Adobe Photoshop, Figma, Sketch, Adobe Illustrator, Adobe After Effects, InVision

Development: Semantic HTML5, CSS3 (SCSS), JavaScript, CSS and GSAP animations, Git

Marketing: A/B testing, Email marketing

Google Analytics, Heap, Mailchimp, HubSpot, Intercom, Hotjar, Optimizely