

Sherlyn Chow

UX Designer

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I'm a UX designer with over 5 years of experience across graphic design, marketing, and event operations. I combine visual communication, user insight, and end-to-end execution to design intuitive experiences that are grounded in real user needs and built to work across touchpoints.

KEY SKILLS

User Research & Analysis • Wireframing • Hi-Fidelity Prototyping • User Flow • Information Architecture • UI Design Usability • Usability Testing & Iteration • Accessibility • Graphic Design

Figma • Claude Code • GitHub • Adobe Illustrator • Adobe Photoshop • WordPress • Google Ads

EXPERIENCE

General Assembly

March 2026 - May 2026

UX Design Bootcamp Graduate

- Delivered end-to-end UX across multiple projects by leading the full design process from user interviews and synthesis to high-fidelity prototyping and usability testing
- Mochi Sanctuary – Brought the client's prototype through a full redesign, turning a cosy, gamified mood tracking and productivity mobile app into an engaging daily habit tool that makes emotional wellbeing feel approachable rather than clinical.
- HealthHub Medication Reminders – Designed a medication reminders feature for HealthHub to reduce the mental load of managing prescriptions daily. This transforms an app users rarely opened into something they actually open daily, by turning existing prescription data into personalised, low-friction reminders.
- Volta – Designed Volta, an e-commerce website, to close the gap between browsing and buying in online fitness retail. This turns a hesitant shopping experience into one where users feel informed and confident at every step of the journey.
- Rally – Reduced friction in group coordination for sports players by designing a mobile app that helps users find compatible teammates and recover from last-minute cancellations
- Shaped clearer design direction by synthesising user interviews into affinity maps, personas, journey maps, and HMW statements that grounded each project's ideation phase
- Conducted user research and usability testing to identify pain points, informing user flows, information architecture, and design decisions
- Strengthened design quality across iterations by building high-fidelity prototypes and refining them through multiple rounds of usability testing to enhance the overall user experience

Vouch Technologies

February 2022 - July 2025

Senior Creative Designer

- Improved website usability and brand consistency by leading a full website redesign, refining structure, navigation, and visual hierarchy
- Strengthened brand consistency and user experience through a company-wide rebrand, including brand guidelines and website redesign
- Increased user engagement through data-informed digital campaigns (SEM, social media, EDMs), aligning content with audience needs
- Designed cohesive visual assets across digital and physical touchpoints, ensuring a consistent end-to-end brand experience
- Collaborated cross-functionally with stakeholders and developers to deliver projects from concept to execution
- Managed multiple projects in fast-paced environments, ensuring timely delivery and alignment with business goals

Green Spade

February 2021 - January 2022

Design & Marketing

- Managed the setup of an online marketplace end-to-end by optimizing product presentation, visuals, and content structure
- Improved onboarding experience for partner brands by coordinating outreach, product listing, and platform integration
- Enhanced product presentation and user experience through clear, structured visuals and content
- Designed digital assets and product packaging to support brand consistency and customer engagement
- Supported marketing initiatives by applying user-focused design decisions to drive engagement

PICH Event Management

November 2017 - February 2021

Event Executive

- Delivered seamless event experiences by managing end-to-end execution across branding, operations, and stakeholder coordination
- Enhanced user experience of the event website by managing content updates and collaborating with developers to maintain accuracy and usability
- Improved attendee and VIP experience by anticipating needs and resolving issues in real time during live events
- Strengthened brand presence through consistent event branding across physical touchpoints and materials
- Coordinated cross-functional teams, vendors, and sponsors to ensure smooth execution of large-scale events

EDUCATION

Royal Melbourne Institute of Technology (RMIT)

January 2014 - June 2015

Bachelor Of Business Marketing

Nanyang Polytechnic

2010 - 2013

Diploma In Marketing