

Low Boon Siong (刘文雄)

UI/UX Designer, Full Stack Developer & Data Analyst

A versatile professional with a background spanning UI/UX design, photography, project management, tech research, web application full stack development and data analysis.

Personal Profile

Name: Low Boon Siong

Email: me@lowboonsiong.com

Mobile: +65 91735813

Linkedin Profile: <https://www.linkedin.com/in/lowboonsiong>

Location and Citizenship: Singaporean located in Singapore (Khatib)

Online Portfolio: <https://www.lowboonsiong.com>

Design Artwork (PDF): https://www.lowboonsiong.com/boonsiong_portfolio.pdf

Introduction

Over 20 years of experience in user-centered design, I specialize in transforming complex user needs into intuitive and engaging digital experience for a wide range of industries, from e-commerce and telecommunications to public sector organization and multinational corporations.

Online Portfolio: <https://www.lowboonsiong.com>

- **User Interface (UI) & Frontend Development:** User-friendly interfaces for websites and IT applications.
- **User Experience & Project Planning:** Wireframe, user flows, and prototypes.
- **Instructional & Learning Design:** Projects and research in Machine Learning, Deep Learning, Natural Language Processing/Understanding, game design, video production, and virtual and augmented reality.
- **Graphic Design:** Logos, emailers, and online advertising materials.
- **Data Analysis:** Use of tools like Microsoft Power BI, Google Analytics 4, Google Tag Manager, Amazon RedShift, Microsoft Excel and Python (Pandas, Matplotlib etc)
- **Photography:** Photography artworks for commercial shooting, wedding and corporate events.
- **Course Directory Enrollment AI Application:**
<https://sg-course-directory-guide-for-training-provider.streamlit.app> (Beta. Data was sourced from data.gov.sg)

Languages

- **English & Chinese:** Proficient in writing, speaking, and reading
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Skills & Competencies Highlights

Core Skills

- **Communication & Collaboration:** Able to clearly articulate ideas and work effectively with a team and stakeholders.
- **Analytical & Creative Skills:** Strong analytical skills to understand market dynamics and solve problems, and enthusiastic about using visual design to create engaging content.
- **Project Management and Detail-Oriented:** Comfortable working independently or in an agile team, and pay close attention to detail in work.

Design Thinking and Service Design

My expertise covers the entire design lifecycle, including leading user research and interviews, and executing the design process from initial wireframing to final high-fidelity UX/UI prototyping.

Full Stack Web Application Development with UI/UX Design

Skilled in UI/UX design and full-stack Web Application development. Able to build web applications using HTML, CSS, JavaScript, and Next.js on the frontend, and Python and SQL on the backend.

Softwares

Design and Media

- Figma (For UI/UX design, wiring-framing and UI/UX prototyping)
- Adobe Photoshop, Illustrator and Animate (For graphic design and 2D animation)
- Movie Studio 16.0 (For video editing)
- Adobe Lightroom (For photo editing)

Data Analysis

- Microsoft Power BI with Data Analysis Expressions language (For interactive dashboard)
- Adobe Analytics, Google Analytics 4 and Google Tag Manager (For website analysis)
- Python and Microsoft Excel with formula and Power Query (For exploratory data analysis)

Programming Languages and Softwares

- Python - including the libraries NumPy, Pandas, Matplotlib, Scikit-learn and TensorFlow (For data analysis and Natural Language/Understand application development)
 - FASTAPI framework (For RESTful API development)
 - HTML 5, Cascading Style Sheets and Javascript (For website frontend development)
 - React and NextJS (For single page application/website frontend development)
 - MySQL, PostgreSQL and NoSQL (For data management)
 - Github & Gitlab (For software version control and Continuous Integration and Continuous Deployment (CI/CD))
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Education & Certifications

Specialist Diploma in Applied Artificial Intelligence (Part Time)

Nanyang Polytechnic Singapore

- Post-Diploma Certificate in Deep Learning And AI Applications (Completed)
- Post-Diploma Certificate in AI Foundation And Machine Learning (Course Deferment to Apr 2026 - Oct 2026)

Certificate in Service Design

National University of Singapore / ISS

<https://credentials.nus.edu.sg/2feb598d-3590-4627-8217-3b1717ac5412>

Certification in AI Ethics & Governance (Associate)

Singapore Computer Society

<https://dashboard.accredify.io/public/assertions/f87f6244-b0fa-4e54-8d29-4d995272834a>

AWS Certified Cloud Practitioner

Amazon Web Services (AWS)

<https://www.credly.com/badges/a9f4eb98-15ce-4f30-af71-0f884029fbf1>

Google Analytics (GA4) Certification

Google Digital Academy (Skillshop)

<https://skillshop.credential.net/04595bb1-09b2-4626-9398-0fcf73dbd2d4>

Google Data Analytics: Professional Certificate

Coursera

<https://coursera.org/share/0d5e2ea52e277de0a5da9ed8188db8f5>

Google Project Management: Professional Certificate

Coursera

https://www.credly.com/badges/160e8a49-98fa-4eb7-8429-192a0abf21ac/public_url

Specialist Diploma in Cybersecurity

Nanyang Polytechnic Singapore

- Post-Diploma Certificate in Infocomm Security & Digital Forensics
- Post Diploma Certificate in Cybersecurity Defence

Diploma in Digital Media Design

Nanyang Polytechnic Singapore

GCE 'O' level (with 6As Credits)

North View Secondary School

Work Experience Highlights

■ Career Break: Certificate in Data Analytics with Artificial Intelligence

From July 2025 - Current (3 months full time course and end on 15 Dec, 2025)

Dedicated a period (career break) to intensive upskilling in data analysis, machine learning, deep learning, and AI, aligning my expertise with the future needs of the industry.

■ SkillsFuture Singapore

Manager

From June 2024

To June 2025

Reason for leaving

I am seeking a challenging role to contribute more significantly and further develop my skills in a dynamic and creative environment.

Role Description

Working closely with cross-functional teams and vendors to propose design solutions and enhancement based on research, users needs, behaviours and pain points for www.myskillsfuture.gov.sg. Responsible for data cleaning, analysing and interpreting large dataset to uncover valuable insights. Resolved complex public appeals and usage disputes related to SkillsFuture Credit eligibility, ensuring fair outcomes and regulatory compliance.

■ Science Centre Board

Senior Digital Experience Officer

From October 2023

To June 2024

Reason for leaving

Due to recent organizational restructuring at the Science Centre, including the loss of key senior leadership, my division and role have become less relevant to the organization's current priorities. As a result, I am seeking a new opportunity to contribute my skills and experience in a more impactful role.

Role Description

Responsible for the overall User Interface and User Experience (UI/UX) of the organisation's assets such as website, ticketing system and AI Chatbot.

■ Children's Museum Singapore (under National Heritage Board)

UX/UI & Customer Experience Designer

From April 2021

To February 2023

Reason for leaving

Due to organizational constraints, including a freeze on headcount, my contract cannot be renewed, and internal transfer opportunities to other divisions or museums are limited.

Role Description

One of my portfolios at the National Heritage Board as a Customer Experience Designer was designing the visitor journey and analysing visitors' behaviour online and offline. Identify the pain points and work out possible and research good solutions for the teams.

- **Service Design:** Leverages a variety of research methods, including usability testing, user observations, and interviews, to understand user needs and behaviors, improve user flows, and inform long-term product strategies. Also utilizes data tracking tools like Google Tag Manager to analyze web traffic and user behavior for data-driven insights.
- **UX/Tech Research and Strategy:** Analyzes user pain points and conducts thorough research to identify problems and develop user-centric solutions. Enhanced the experience for online and offline platforms with research on 'phygital' technologies such as HolonLens (XR), and Online Virtual Reality (VR) with Meta Quest.
- **Design and Prototyping:** Uses tools like Figma and Adobe XD to create designs, wireframes, and prototypes, ranging from simple low-fidelity versions to detailed high-fidelity ones.
- **Design and Collaboration:** Translates complex technical requirements into visual prototypes and sketches, using an open design process to gather user feedback and improve communication between business users, stakeholders and developers.

Key Achievements

Speaker for Digital Services Award Ceremony 2022

Established an efficient SOP to improve overall government digital services.
Invited by GovTech WOGAA as a speaker for Digital Services Awards 2022.



Digital Service Awards 2021 & 2022

Led a team to improve digital services at the National Heritage Board.
Won 5 Whole-of-Government Digital Awards between 2021 & 2022.



Maze@Padang Minecraft Programme & Children Museum

Led Minecraft gamification projects for the National Heritage Board (NHB), including a project showcased at the Singapore Week of Innovation & Technology (SWITCH) 2022 held at the Resorts World Sentosa Convention Centre.



National Heritage Board EPIC Award Winner

Values (EPIC) Award winner 2022 at National Heritage Board.
Voted in from HQ divisions and museum colleagues.



Testimonials from Museum Curatorial team

"We spoke about Boon Siong's role in the Founder Memorial (FM) recently launched Travelling Exhibition and Public Call Project.

My colleagues have written to ___ and ___ about his exemplary support, customer centricity and sense of initiative for the microsite, and before that for the Home, Truly exhibition. His attitude and UX advice surpassed that of the vendors.

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My colleagues have written to ___ and ___ about his exemplary support, customer centricity and sense of initiative for the microsite, and before that for the Home, Truly exhibition.

His attitude and UX advice surpassed that of the vendors.

At our 2023 exhibition workshop today with our foreign consultant, even though it was focussed more on storytelling than visitor experience, my colleagues and I were pleasantly surprised that Boon Siong was not afraid to share his views and to participate actively, and gave good ideas and insights.

For your info please.

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■ Self-Employed as UI/UX Designer and Full Stack Developer

From January 2003

To March 2021

Role Description

- Designed and developed more than 120+ websites for MNC, SMC and Government
- Analysis and generated data reports using Google Analytics 4. Integrated search engine optimisation (SEO)
- Create visual design (e.g. Electronic Mailer, Banners and eCard) and graphic user interface elements (e.g. menu for desktop and mobile, widgets, navigation buttons, tables and graphs)
- Design wireframe to plan and organize content and functionality of the user interface.

■ Meramedia (Qatar - Doha)

Art Director

From September 2008

To September 2009

Role Description

Leading creative on a team of 3 to create concepts, visual mockups and brand identity.

Reference

Cecilia Low

Senior Manager

SkillsFuture Singapore

cecilia_low@sfg.gov.sg

+65 8299 1669

Yulstar LUKIMIN

Digital Business Analyst

Science Centre Singapore / GovTech

Yulstar_LUKIMIN@science.edu.sg

+65 9639 0158

Insights Discovery

Personal Profile

23 August 2024

<https://www.insights.com/products/insights-discovery/>

These statements provide a broad understanding of Low's work style. Use this section to gain a better understanding of his approaches to his activities, relationships and decisions.

Personal Style

Low believes in doing everything the right way and his preoccupation with perfection makes him sensitive to errors or unfairness. He is not usually aware that he is denying himself pleasure; he is so preoccupied with what he "should" and "must" do that he rarely steps back to ask himself what he really wants in life. He is alert to what is happening around him and concerned primarily with the here and now. He is a good initiator of new projects, though he may fail to persevere with the details. At work he often makes significantly more starts than finishes and he may need someone else to follow through with the details.

He can be good at easing tense situations by getting conflicting parties together to take the sting from the issue. Low is a pragmatic individual who can be as tough as the situation warrants. He seeks purpose and meaning from most working situations. Low is optimistic and positive, living mainly in the here and now. He is seen as a powerful leader as he is able to think on his feet. To manage his tensions, he needs to be constantly in control and get things done without wasting time.

People with whom Low works are aware of his excellent organisational qualities and commercial aptitude. He attends to and likes to remember significant events and important detail. Others need to be sure of their facts. A capacity for cool emotional detachment makes Low a good decision maker, because he thinks clearly under pressure. Low is a good organiser and seeks to control the world around him with structure and discipline. He can be a great "designer" of systems, which he prefers to leave to others to build.

Low is the conceptual problem solver, intensely intellectual and logical, exhibiting flashes of creative brilliance. He uses his thinking to run as much of the world as he can and is in his element when a situation needs to be organised, criticised or regulated. Low is logical and analytical, an ingenious thinker and long-range planner, and good at anything that requires rapid reasoning. He tends to be realistic and matter-of-fact about work issues. Articulate and thinking, he tends to be matter-of-fact and practical. He likes a fast pace and is adept at using functional devices and procedures.

He likes to make sure that he knows what is going on and tries to make sure that everyone is pulling their weight. He is responsible and faithful to his commitments and obligations. He has a drive for tangible accomplishment and correctness with a leaning towards perfection. Because he lives by principles and rules, Low is very consistent and dependable. His desire to develop his new ideas includes the ability to install the necessary procedures to support them.

Interacting with Others

Seen by most people as outgoing, flexible and fearless, Low can rise to meet any challenge. He could learn to express his appreciation of other people regularly and may find it useful to listen more and appreciate how others really feel. He may appear not to be overly concerned with the needs of others. He dislikes being criticised by others as he is already heavily burdened by his inner voice of self-judgement. Both a fluent talker and excellent listener, Low is optimistic about his ability to influence people toward his viewpoint.

He is a good innovator, negotiator, and manager. If his work constantly requires him to be warm and outgoing with others, he finds this draining after a while and may need to take some private time out before regrouping. Low can be a diplomatic negotiator, prepared to try unconventional approaches. He is usually able to persuade other people to give their input. Being respected by his peers is of greater importance to Low than being liked. Most people have limited understanding of his complex, adaptable and creative mind.

He likes to be out and about doing things in the world but he needs to take care to look ahead to the consequences of his present actions. Although Low may protest about the pressure of attending family events, it would seldom occur to him

not to be present, as these occasions are important to him. He may see his objectives and goals so clearly that he fails to take other views and possibilities into account. His independence can lead others to think of him as aloof. He may have an aversion to having his time and energy constantly put at the disposal of others.

Decision Making

Low is willing to admit the truth about people or things that are important to him, is very alert to problems, and seeks to find solutions himself. He seeks realistic and satisfying solutions to challenges. He is adaptable but constantly needs to get results. He has a sense of precision and pays attention to detail only if it suits him to do so. Low is able to readily grasp any underlying principles and make decisions based on logic, rather than on how people feel.

He may at times make others feel defensive due to his incisive, critical and often persistent questioning. "Do it now" is his motto. He applies analysis and objectivity to discover the underlying principles, relying on clear thinking in making decisions. Low tends to be seen as strong, analytical and impersonal. Good at organising, decisive, quick, logical and strong in reasoning power, he values truth in the form of fact, formula, method and judgement. He makes decisions after a great deal of thought and he may not be dissuaded by emotional or muddled arguments.

He prefers action to conversation and enjoys dealing with difficult situations the moment they arise. He is comfortable making conclusive judgements about others and tends to be a strict disciplinarian. Problems and difficulties are simply challenges which exist to stimulate innovative responses from him. He understands the need for unbiased, critical judgement. He is a good problem solver because he can absorb necessary factual information and find logical and sensible solutions quickly.