

Gheck Touch

User Experience Designer

About Me

I'm a UX & Visual Designer driven by a passion for connecting people and crafting innovative digital product solutions that truly make an impact.

Skills

Design: UX/UI Graphics, Concept Sketches, Sketch, Figma, Adobe XD, Style Guides and Design Systems

Research: Agile Methodology and Scrum, User Interviews, Affinity Mapping, Journey Mapping, Information Architecture, Task analysis and Persona Hypothesis, A/B testing, Usability Testing

Education

Academy Xi
Transform UX/UI
Sept 2020- Apr 2021

Work Experience

Working Holiday | Self Employed (Freelance)

October 2024 - June 2025

- Took the initiative following redundancy to seek freelance opportunities and gain international experience.
- Delivered investor ready pitch decks for 2 clients, catered to their brand, audience and funding requirements.
- Managed projects end-to-end while upskilling in Sales and Marketing and returned to design with renewed focus and perspective.

UX/UI Designer, Toozy

August 2021 - August 2024

- Partnered with cross-functional teams to develop mobile and web products using research insights and prototypes to deliver user-driven improvements.
- Collaborated with product and engineering teams to design features that supported customer acquisition and product adoption.
- Managed end-to-end design across mobile, web, and advertising for 5 product categories, ensuring strong UX and brand consistency.
- Led social media campaigns that build brand awareness, boosted mobile engagement and strengthened online presence.

UX/UI Designer, Academy Xi - CharityBay.Org

Feb 2021 - March 2021

- Monitored the improvement process and functionality testing of MVP prototype to achieve the compliance with the user needs and the progression of the educational program.
- In collaboration, I developed and implemented two user-driven digital products that would raise brand awareness and facilitate the user-purchasing experience at the Academy Xi.

UX/UI Designer, Academy Xi - Far More

Jan 2021 - Feb 2021

- Design and Strategy lead of web-based service connecting coffee growers to consumers.
- Led all aspects of design, developed interactive prototypes and implemented user testing.
- Managed overall site design for trading, sharing, and education to meet business goals.