

Norazlina Manap

UX Writer

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Why UX Matters

To me, the perfect combination to design is fuelled not only through creativity but one that is backed by meaning and empathy, focused on helping others so they can lead simpler lives than they did before.

Designing solutions that matter most to my users is at the heart of my inspiration in UX and the reason for my career switch; from 18 years of “comfort-zone” in Events, Marketing and Communications.

UX Experience

Section Pte Ltd / UX Writer

NOV 2021 - PRESENT

As a writer, I strive to provide the most engaging, accurate, and effective content possible for web, app and other forms of media while keeping a close eye on style and grammar. Working with clients in various industries allows me to adapt my ever-evolving writing style to any tone of voice.

Accounts I worked on includes OCBC, StashAway and Sentosa Development Corporation.

Singapore Press Holdings / UX Designer Consultant

FEB 2021 - OCT 2021

Worked closely with SPHTech team of Engineers, Developers and Business Transformation team to deliver a new self-service platform for SPH Classified ads portal.

I played a key role in advocating design changes and recommendations, worked on UI design, user research, drew up UX roadmaps and plans, hifi prototyping as well as an overarching content strategy for the portal.

Pre-UX Experience

STX Landscape Architects / MarComms Manager

2016 - 2019

Managed and curated an entire rebranding process for the firm in 2016; the firm's first in 21 years; from ideation to implementation. I was responsible for designing corporate assets and collaterals to boost publicity, turning design literature into stories for sharing on social media and industry magazines.

Singapore Productivity Centre / Senior Manager, MarComms

2014 - 2016

I was involved in the content development and sharing of productivity success stories with local business communities. I initiated and implemented a comprehensive suite of social media presence as a public engagement tool for the firm. I also redesigned and developed content for the corporate website.

Crimsonlogic / Senior Manager, Conference and Training

2012-2014

Apart from my role as a project director, I was the top performer in the department during my tenure and generated over 60% of the department's annual revenue FY 2013/2014. My team exceeded our financial targets by 40%. We secured sponsorship opportunities worth over \$150K with trade partners like 3M, Microsoft etc.

Clariden Global Institute / Associate Director, Global Training

2011 - 2012

I designed content for conferences and training programmes for the firm's local and overseas clients. I was the project director for these programmes and was involved in all aspects of the curriculum's research, planning and design.

Euromoney / Senior Manager, Training Division

2005 - 2011

I started my career as a Conference Producer and was involved in all aspects of research for content development and programme execution. I was then selected to lead and grow the Training Division upon its conceptualisation. Under my leadership, the team generated a surplus revenue of S\$2m by the end of my tenure (before the firm ceased Singapore operations post-merger).

Education

Bachelor of Arts, Mass Communications
Oklahoma City University
2001 - 2004

Post-Graduate Specialist Diploma, English
Singapore Polytechnic
2005 - 2006

Professional Qualifications

Certificate, UX Design Immersive
General Assembly
2020 - 2021

WSQ Media Relations
Singapore Media Academy
2016

Certificate, Copywriting
Institute of Advertising
2000 - 2001

Technical Competencies

Figma
Axure
Balsamiq
Adobe XD
Miro
Optimal Workshop
Adobe Photoshop
Adobe InDesign
Microsoft Publisher
Basic HTML / CSS
Joomla!

Skills

UX Writing
UX Research
Wireframing
Prototyping
Usability Testing
Information Architecture
Marketing and Communications
Rebranding
Events Management
Stakeholder Engagements