

DEREK LOW

SR. CREATIVE DIRECTOR/ PRODUCT DESIGNER

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SUMMARY

Creative Director & Senior Product Designer with deep expertise scaling products in IT, mobile, and pet care industries. Combines mastery of UI/UX, illustration, motion design, and 2D animation with cutting-edge AI workflows to deliver impactful user experiences and drive business growth, consistently leveraging emerging technologies to optimize creative processes.

EXPERIENCE

Sr. Creative Lead October 2024 - Present

PetCubes Pte Ltd

Directed packaging design and event branding for new product rollouts, creating eye-catching product packaging, promotional collaterals, designed and worked in experiential booths that drove customer engagement.

Sr. Digital Product Designer July 2022 - Apr 2024

DocDoc Pte Ltd

Owned end-to-end UI/UX design for web and mobile platforms, partnering with project managers on rapid daily iterations while mentoring junior designers, maintaining the design system, authoring user stories, and collaborating with QA on regression testing.

Head of Design Dec 2021 - Jun 2022

ASEAN Fintech Group Pte Ltd

Managed a team of 3 designers, working closely with the tech engineers to create and maintain multiple website for sister companies that included insurance, web3 gaming & eCommerce industries. Gathered requirements for both mobile and web platforms and provide design solutions to clients.

Creative Director Mar 2012 - Dec 2021

iAPPS Pte Ltd

Directed end-to-end design for mobile apps and websites—from requirement gathering to wireframing, prototyping, and final deployment—while producing cross-platform marketing collaterals, ads, videos, and 2D animations, conducting UAT, and mentoring junior designers.

Creative Lead Jan 2010 - Dec 2011

ShowNearby Pte Ltd

Led the creative team to support the main mobile app/website as well as marketing collaterals needed.



“Work Smart, not Hard.”

STRENGTHS

Creativity

Infuses fresh, innovative concepts into the design process to deliver visually compelling & intuitive user experiences.

Collaboration

Thrives in cross-functional team settings, effectively communicating design choices and collaborating with managers & engineers to ensure the timely delivery of high-quality deliverables.

Problem Solving

I am emphathatic and employ a data-driven approach to pinpoint and resolve design challenges, which enhances user experiences and business results.

SKILLS

User Interface. User Experience. Mobile App /Web design. Wireframing. Prototyping. User Acceptance Testing. Illustrations. 2D Animation. 3D Modelling. Video Editing. Project management. Collateral Designs.

SOFTWARE

Figma. Adobe Photoshop. Adobe Illustrator. Adobe After Effects. Microsoft Office. iWork. Maya. Invision. SketchUp. Procreate. Leonardo. ChatGPT.

EDUCATION

Degree with Distinction - Animation & Interactive Media

RMIT (Melbourne)

Feb 07 - Dec 09

Diploma - Information Communication Technology

Singapore Polytechnic

Jul 04

GCE 'O' Level

ACS (Barker Rd)

Mar 00