

ARIANNA MARIE

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Summary

Human-centred strategist transitioning into UX and digital experience design. 6+ years across MNCs, SMEs, and nonprofits driving data-informed marketing, service improvements, campaign optimisation, and cross-functional collaboration. Skilled in user research, content strategy, visual design, and analytical problem-solving. Looking to bring structured, insight-driven design thinking into roles in UX Design, UX Research, Service Design, Digital Strategy, or Data/Business Analysis.

Core Skills

- **UX & Research:** User interviews, journey mapping, personas, usability testing, wireframing, prototyping, service blueprints, heuristic evaluation, A/B testing.
- **Design & Content:** Figma, Adobe Illustrator, Photoshop, Premiere Pro, DaVinci Resolve.
- **Data & Strategy:** Power BI, Tableau, SQL (beginner), Python, R, experiment design, funnel analysis.
- **Methods:** Design Thinking, Agile collaboration, systems thinking, stakeholder facilitation.
- **Other:** Cross-cultural collaboration, stakeholder management, creative direction.

Professional Experience

Senior Marketing Executive

Resilience Collective / Mindfull Community | Singapore | May 2024 – Present

- Designed and optimised end-to-end digital journeys for campaigns reaching **2,200+ beneficiaries & stakeholders**, improving engagement by **104%**.
- Conducted audience insights research (surveys, content behaviour analysis, persona segmentation) to redesign content paths across IG, FB, LinkedIn.
- Improved email touchpoints through segmentation & UX writing, increasing open rates by **39%**.
- Restructured digital information architecture during rebrand launch, enabling more intuitive navigation for community members.
- Collaborated with cross-functional teams (programmes, partnerships, operations) to ensure user needs were centred in campaign and event journeys.
- Produced high-fidelity visuals + microcopy to support accessibility, brand clarity, and audience comprehension.

Marketing & Communications Intern

DB Schenker APAC Regional Head Office | Singapore | Aug 2023 – Mar 2024

- Supported APAC-wide UX research through feedback analysis of 600+ readers across internal platforms.
- Designed digital assets for regional events with **300+ participants**, balancing user clarity with brand constraints.
- Co-facilitated information flow across 100+ APAC representatives by redesigning communication structures for townhalls and newsletters.
- Produced data-driven creatives that generated **20+ inbound leads in 60 minutes**, leading to rapid sales funnel activation.

Marketing & Social Media Manager

XVXII Jewellery | Singapore | Nov 2021 – Apr 2022

- Analysed user behaviour to redesign IG-first content journeys, boosting engagement **161% in 7 days**.
- Conducted informal usability testing & customer feedback loops to increase website conversions **70% in 14 days**.
- Managed photoshoots & digital creative production using iterative prototyping based on audience response.
- Coordinated across photographers, models, and founders to deliver user-centric brand storytelling.

Client Service & Success Consultant

SingTel Communications Ltd. | Singapore | Jan 2020 – Aug 2020

- Investigated and resolved complex international technical issues by synthesising data from multiple systems.
- Identified root causes through troubleshooting logs & system-level data; escalated patterns to engineering teams.
- Facilitated cross-border communication between users, internal teams, and technical specialists.

IT & Marketing Intern

Robert Bosch (SEA) Ptd. Ltd. | Singapore | Mar 2018 – Aug 2018

- Coordinated with **30+ stakeholders** across countries to deliver department-wide IT projects.
- Designed and promoted a pilot engagement initiative driving participation up **200%**.
- Supported internal digital prototyping & testing for engagement tools.

Educational Background

Google UX Design Certificate (2025)

Projects include: Wireframing, prototyping, usability testing, responsive design, accessibility.

Singapore Management University (SMU)

B.B.M. in Business Management, Major in Marketing | Aug 2020 - Dec 2024

- Projects with Mandai Wildlife Group, MNC fashion houses, and local startups focused on Gen Z strategy, sustainability marketing, and omni-channel activation.

Ngee Ann Polytechnic

Diploma in Business Information Technology | Apr 2016 - May 2019

- Built a full-stack functional website for a local SME FMCG company as part of a six-person team, including customer and staff interfaces.

Tools & Technologies

- **Creative Programmes:** Adobe Illustrator, Adobe Premiere Pro, Adobe Photoshop, Davinci Resolve, Figma.
- **Data & Tools:** PowerBI, Tableau.
- **Programming:** R, Python, HTML/CSS.

Interests

- UX/UI, Service Design, Mental Health Innovation, Game Design, Data Storytelling, Systems Design