

CHRISTINA SNG

csng@gmx.net | christinasng.net

PERSONAL PROFILE

Experienced and accomplished writer with over 20 years of experience and an extensive UX background in the IT industry. Adaptable, a self-starter, a quick learner, and great with people. My forte: finding creative solutions to problems.

EDUCATION

UNIVERSITY OF MELBOURNE, AUSTRALIA (MARCH 1997 - DECEMBER 1998)
Bachelor of Arts with Merit — Majors: Criminology & Philosophy

THE GREAT LAKES COLLEGE OF TORONTO, CANADA (JULY 1994 - JUNE 1995)
Ontario Secondary School Diploma

CERTIFICATIONS

GOOGLE (FEBRUARY 2022)
Google UX Design Professional Certificate

THE TEFL ORG (JANUARY 2022)
Certificate in Teaching English as a Foreign Language (TEFL) and Teaching English to Speakers of Other Languages (TESOL)
ID: 186016

UNIVERSITY OF WASHINGTON (DECEMBER 2017)
Professional Certificate in Essentials of Cybersecurity

HARVARD UNIVERSITY (2017-2021)
Justice Today: Money, Markets, and Morals
Contract Law: From Trust to Promise to Contract
Justice
Super-Earths and Life

MICROSOFT (NOVEMBER 2017)
Logic and Computational Thinking

BERKELEY UNIVERSITY (JANUARY 2018)
The Science of Happiness

THE UNIVERSITY OF QUEENSLAND (JANUARY 2018)
The Science of Everyday Thinking

THE UNIVERSITY OF NEWCASTLE (DECEMBER 2017)
A History of Violence : From the Middle Ages to Modern Times

MIT (DECEMBER 2017)
Becoming an Entrepreneur

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PROFESSIONAL EXPERIENCE

WRITER, POET, ESSAYIST

2000 — PRESENT

- News and feature articles writer for broadcast magazine *Asia Pacific Broadcasting*, educational series *Courses Now*, and education provider Maths@Singapore.
- Technical writer of white papers for Jones Lang LaSalle, as well as documentation and white papers for the Cisco website Cisco Systems Service Provider Metro Solutions and mini-site Cisco Systems Secure Network Anywhere.
- Scriptwriter for *Connect@Changi*.
- Two-time winner of the Bram Stoker Award for Superior Achievement in Poetry for books *A Collection of Nightmares* (Raw Dog Screaming Press, 2017) and *A Collection of Dreamscapes* (Raw Dog Screaming Press, 2020). Author of several chapbooks. Published work includes a novelette, various short fiction, and over 1000 contemporary, Japanese short form, horror, science fiction, and fantasy poems in venues such as *Cricket*, *Fantastic Stories of the Imagination*, *Interstellar Flight Magazine*, *Southwest Review*, and *The Washington Post*. Recent awards include the Jane Reichhold International Prize (2018) and the Pula Film Festival International Haiku Competition (2021).
- Journalist and essayist for *Catness*, *Cinemanía*, *Creatures*, *Interstellar Flight Magazine*, and *The Ascent*. Bram Stoker Award nominee for essay “Final Girl: A Life in Horror” in the category of Superior Achievement in Short Non-fiction.

EDUCATOR

2007 — PRESENT

- Instructor of poetry and art at the Singapore Writers Festival, the Singapore American School, the Istana, and Faber-Castell.
- Poetry and art exhibited at A Day in the Life of Singapore, Poets House (USA), The Fox Poetry Box (USA) and LOVE STORIES Art Exhibition 2019 (Singapore).

PRODUCER (SULAKE SINGAPORE PTE LTD)

NOVEMBER 2004 – MARCH 2007

- Creation and execution of marketing campaigns, in-games activities, events, and competitions for Habbo Hotel Singapore.
- Writing, editing, and typesetting of the weekly online newsletter.
- Development of the back story, mythology, and ongoing story of Habbo Hotel and its characters.
- Development and implementation of internal and external website promotions for advertisers and partners, including editorials and advertising copy.
- Management, localisation, and execution of new releases and versions of the game.

CONSULTANT (INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE)

MAY – NOVEMBER 2004

- Developed and consulted on best practice for eGovernment.
- Developed and managed various eGovernment portals, from strategic positioning, target audience analysis, information architecture, interface and graphic design, and DHTML programming and troubleshooting.
- Project Management for various eGovernment initiatives.
- Produced and reviewed policies on eGovernment.
- Created the information architecture on and successfully launched the eCitizen website.

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INTRANET WEBMASTER, TECHNOLOGY & OPERATIONS (DBS BANK LTD)

OCTOBER 2002 – APRIL 2004

- Daily management and maintenance of the Technology & Operations (T&O) Intranet site.
- Assistance, training, and compliance of content managers in the development and maintenance of their own sections of the Intranet.
- Policy development and implementation of best practices for management of the T&O site.
- Regular review and revamp of the T&O site to ensure maximum usability and relevancy.
- Creation of graphics, e-marketing campaigns, and mini-sites for various T&O events.
- Creative and technical consultation on DBS IT projects.
- Migration and integration of content from restructured departments to T&O Intranet site.
- Editing and typesetting of the Information Technology Group IT Annual Report 2002.

SENIOR PRODUCER (WEB CONNECTION)

MARCH 2000 - NOVEMBER 2000

- Spearheaded projects and pitches that were successfully implemented, including Kenzo Extranet, and HSBC Personal Banking.
- Developed usability and navigation strategy for Strategic Intelligence, Digiwhiz.com, and Kenzo Extranet.
- Developed usability documents that became company standards, including Usability standards for design, copy, navigation, technical, branding, and customer relationship management.
- Lead in developing processes for running the Production and Creative teams, including Quality Assurance checklists and creative briefs.
- Editor of the Web Connection User's Digest, an internal newsletter.
- Built and trained the Production team.

INFORMATION ARCHITECT (THE EDGE CONSULTANTS)

SEPTEMBER 1999 - FEBRUARY 2000

- Developed site architecture, content management, and site documentation, and creative consultancy for M1, WAP, Wireless Edge, Cyberway, GK Goh, Maybank, DiGi, C2OCity, Bugis Holdings, Supreme Court, The Heeren, SICEC, Ong & Co., OUB2000, Bowtie, and AIG.
- Created a methodology for logical and user-friendly site navigation.
- Developed an efficient system of information management and information database.

ACCOUNT EXECUTIVE (THE EDGE CONSULTANTS)

MAY - AUGUST 1999

- Client management, proposal research and development, competitive analysis, information architecture, and strategic planning.
- Successful management and launch of Fuji Xerox Docuworks and Centreware, development of proposals for The Hour Glass, management for M1, GK Goh, British Airways, Supreme Court, Hu'u Bar, and Phillip Securities.

WEB DEVELOPER (THE EDGE CONSULTANTS)

JUNE 1996 - FEBRUARY 1997

- Web interface design, development and troubleshooting, maintenance, cross-platform compatibility testing, and user acceptance testing.
- Maintained the Singapore Power website.
- Designed and developed the information architecture of the M1 Dealer Activation Intranet, Minerva Motors, and Allen & Gledhill.

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SOFTWARE

Windows and Mac OS
Languages - HTML, CSS
Microsoft Word, PowerPoint, Excel
Pages, Numbers
OpenOffice, LibreOffice
Google Docs, Slides
Adobe Photoshop, XD
Figma

DESIGN

Information Architecture
Wireframing
Rapid Prototyping
Usability Testing
Interface Design
Interaction Design
Typography
Storyboarding

LANGUAGES

Fluent written and spoken English
Basic written and proficient spoken Mandarin and Cantonese
Basic written and spoken French

FESTIVAL/CONVENTIONS

Singapore Writers Festival (2015-2020)
Night@Lib (2019)
StokerCon UK (2020)
Confluence USA (2020)
TBRCON USA (2022)

AWARDS

“A Collection of Dreamscapes”, *Winner, Bram Stoker Award for Superior Achievement in a Poetry Collection, 2021, Runner-up, Elgin Book Award, 2021*
“A Collection of Nightmares”, *Winner, Bram Stoker Award for Superior Achievement in a Poetry Collection, 2018*
“Astropoetry”, *Runner-up, Elgin Chapbook Award, 2018*
“Final Girl: A Life in Horror”, *Finalist, Bram Stoker Award for Superior Achievement in Short Non-fiction, 2021*

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SELECTED BIBLIOGRAPHY

- “A Man of Many Hats”, *Interstellar Flight Press*, November 2021, USA
- “A New Halloween”, *Interstellar Flight Press*, October 2021, USA
- “The Incredible Mr Jamal Hodge”, *Interstellar Flight Press*, September 2021, USA
- “Jason Erik Lundberg: An American Writer in Asia”, *Interstellar Flight Press*, September 2021, USA
- “The Trailblazing Ms Flynn”, *Interstellar Flight Press*, September 2021, USA
- “The Enduring Power of Heritage”, *Interstellar Flight Press*, March 2021, USA
- “How Heritage Affects the Stories We Live and the Stories We Tell”, *Interstellar Flight Press*, February 2021, USA
- “Love is a Many Splendored Thing”, *Cinemaniam*, February 2021, USA
- “The Queen’s Gambit Got Me To Play Chess Again”, *Cinemaniam*, January 2021, USA
- “A Journey into the Darkness of a Violent Mind: A commentary on the American horror movie *Becky* (2020)”, *Cinemaniam*, January 2021, USA
- “Peppermint (2018): A Review”, *FanFare*, December 2020, USA
- “The Boys: A Subversive Tale of Superheroes”, *Cinemaniam*, December 2020, USA
- “5 Tips on Self-Healing During Tumultuous Times”, *The Ascent*, November 2020, USA
- “Make Writing Your Therapy”, *Write Like a Girl*, October 2020, USA
- “Final Girl: A Life in Horror”, *Interstellar Flight Magazine*, October 2020, USA
- “How To Trim Your Cat’s Claws”, *Creatures*, October 2020, USA
- “Your Cat’s Sleep Cycle Changes Over The Years”, *MuddyUm*, October 2020, USA
- “I’m Trying To Sleep But My Stomach Disagrees”, *MuddyUm*, October 2020, USA
- “How I Began To Breathe Again”, *In Fitness and In Health*, October 2020, USA
- “The Strange Phenomena of Food Coma and Anesthesia”, *MuddyUm*, October 2020, USA
- “8 Ways Your Cats Tell You They Love You”, *Creatures*, October 2020, USA
- “How to Bathe Your Cat”, *Catness*, October 2020, USA
- “My Cat Does More Than Sleep All Day”, *Catness*, October 2020, USA
- “I Saved a Lizard from a Sticky Wrapper”, *Creatures*, October 2020, USA
- “Who Will Care For Your Cat When You Go Away?”, *Creatures*, October 2020, USA
- “Why You Should Adopt an Older Cat”, *Creatures*, September 2020, USA
- “The Joys of Living with a Cat”, *Catness*, September 2020, USA
- “The Best Superhero TV Series to Watch with Your Daughter”, *Interstellar Flight Magazine*, August 2020, USA
- “World Winning Cities II: Potential Urban Rising Stars of the Future”, *Jones Lang LaSalle*, 2003, Singapore
- “Writing for the Web”, *IT Courses Now*, 2002, Malaysia
- “Women in Engineering”, *Engineering Courses Now*, 2002, Malaysia
- “Living Companions”, *Aribella*, 2002, USA
- “The Importance of Human Resource Management”, *Business Courses Now*, 2002, Malaysia
- “Web Development: A Microevolution”, *IT Courses Now*, 2002, Malaysia
- “A Portrait of Philip Jeyaretnam”, *Lien*, 2001, Singapore; *Coverage*, 2002, Singapore
- “Finding the Right University Abroad”, *IT Courses Now*, 2001, Malaysia
- “Webcasting: The Die is Cast”, *Asia Pacific Broadcasting*, 2001, Singapore
- “The Ultimate Bluescreen Compositing Technology”, *Asia Pacific Broadcasting*, 2001, Singapore