

SUMMARY

Senior product designer with **8+ years** of experience across **Enterprise SaaS, fintech, banking, retail, travel, airline, government, music, and chatbots**. I specialize in **turning complex business requirements and user insights into intuitive, scalable experiences**. Skilled in **0 → 1 product design, service design, research, and stakeholder alignment**, with a proven ability to build frameworks, run workshops, and drive adoption through data-informed iteration.

WORK EXPERIENCE

FairPrice Group
Everything Food Made Easy

FairPrice Group - Senior Product Designer

NOV 2022 - Present, Singapore (Freelance)

- Shaped **vision for voucher/offer ecosystem**, consolidating research, data, and stakeholder insights into design principles mapped to journeys.
- Built **scalable voucher framework** and launched **Game center (0 → 1 initiative)**, achieving ~50% user completion and boosting engagement.
- Ran **cross-functional workshops** to align business + user needs, driving adoption and long-term strategy with continuous data tracking.

DBS

DBS Bank - Senior Product Designer

NOV 2021 - OCT 2022, Singapore (Full time)

- Redesigned **enterprise SaaS workflows** for risk and asset management across 6 global offices, simplifying complex B2B operations.
- Led **regional research & alignment workshops**, reducing operational friction and clarifying processes across teams.

FairPrice Group
Everything Food Made Easy

FairPrice Group - Product Designer

OCT 2020 - OCT 2021, Singapore (Full time)

- Delivered **0 → 1 payment initiative** across app + POS, defining checkout experience across security, finance, and retail.
- Conducted research and journey mapping to ensure adoption at launch.

B.

Booking.com - UX Designer

NOV 2018 - DEC 2019, UK (Full time)

- Designed **taxi booking journeys** in **40+ countries**, integrating multiple business units.
- Led UX strategy combining qual + quant insights, achieving **7% conversion uplift** in 2 weeks.

AJA
CREATIVE

AJA Creative - UX Designer

DEC 2015 - APR 2018, Taiwan (Full time)

- Shipped UX across **E-commerce, Chatbots, Music, Fintech, Government**, from interviews to prototyping + testing.
- Boosted workflows with a **custom Sketch plugin**, raising team efficiency.

AWARD

Red Dot Award

Game & Packaging Design Winner

NOV 2016, Germany

Golden Pin Concept
Design Award

Winner

SEP 2016, Taiwan

RSA Student Design
Awards

Final 7 Shortlist

JUN 2015, UK

Youth Innovative Design
Festival

Special Award

MAY 2014, Taiwan

EDUCATION

Integrated Product
Design MSc

Brunel University

Focus: service innovation &
system design

SEP 2014 - DEC 2015, UK

SKILLS

Service & Strategy

Journey mapping, service
blueprints, stakeholder workshops,
design principles

Research

User interviews, remote testing,
qual + quant analysis, data
monitoring

Design

Translating B2B/B2C flows into
intuitive UX, prototyping, cross-
platform design

Tools

Figma · Google Analytics ·
Amplitude · Power BI