

## EXPERIENCE

### **USER Experience Researcher Pte, Singapore**

Apr - Dec, 2020

#### **Team lead | Client: Indigo Group, Singapore**

- Delivered EdTech Management Portal serving 12000+ students.
- Planned and executed development sprints, coordinating between Singapore & Vietnam team (Team of 14).
- Conducted UX evaluation & solved usability issues.

#### **UX Designer | Client: Land Transport Authority, Singapore**

- UX research & testing (focus group, interviews, usability test & UEQ).
- Designed a webapp for monitoring of machines used in trainstations.
- Visual design to solve problems for complex signaling between multi-machine, multi-stations.

#### **Interim CRO - Chief Representative Officer | Vietnam Office (Sep-Dec)**

- Represented Singapore HQ in legal aspects.
- Coordinated operation in Vietnam office (~30 employees)

### **SPEEDCARGO, Singapore.**

Jul 2017 - Jan 2020

#### **Product & Interaction Design**

- Conducted user research, industry & process mapping to identify use cases of novel technology.
- Successful piloted a new product concept with strong buy-in from customers - currently being developed for commercialization.
- In-charge of UX design process across all 3 products: research - conceptualization - prototype - testing.

#### **Brand Owner & Design System**

- Designed SPEEDCARGO identity and applications across channels: logo, brochures, website, copywriting, exhibition...etc.
- Defined and documented the first version of design system with essential UI building blocks across all products.

*SPEEDCARGO acquired ~SGD7.0 millions funding between 2017 - 2020 with team of 12 members (2 designers).*

## SKILLS

Project management  
UX evaluation  
UX strategy  
Leadership  
Consultancy



Research  
Product design  
3D Modelling  
Prototyping  
UX design  
Design system  
Startup



### Product Design Intern

- Designed a flat-packed coffee table that can be assembled by hand and manufactured from a single plywood piece.
- Solved complex joinery geometry to create a scalable joinery method that can be applied to other products.
- Created an intuitive assembly instruction manual for the user.

*Design was fabricated for exhibition at Australian Furniture Fair 2016.*

## PROJECTS

### BACHELOR THESIS – FOOD ADULTERANT DETECTOR

#### Exhibited at National Design Center, Singapore (2017)

- Designed an adulteration detector for Asian households & a framework to report adulteration cases to authority.
- Selected among best 2017 thesis projects for exhibition.

### DHL INNOVATION CHALLENGE 2016

#### Top 3 finalists worldwide (Team of 4)

- Design proposed using public transport train system for last-mile delivery & collection.
- Contribution: research, concept design & storytelling for pitching

## EDUCATION



### BFA in Product Design

- Graduated 2017
- GPA: 4.2 / 5.0



### M.Sc in Human-Computer Interaction design (2020 – 2022)

- EIT Digital Master Programme – double masters with a minor in Innovation & Entrepreneurship.
- Specialization: Cognitive Interaction.