

# **Product & Marketing Designer**

I'm a versatile design leader and mentor with over 9 years of experience leveraging design to influence business goals.

I enjoy tackling complex problems and delivering simple, scalable and measurable solutions.

As a human-centric designer and a pragmatic cross-functional partner, my decision making involves empathy, tactfulness and balance.

### **Education**

#### **National University of Singapore**

Bachelor of Arts (Industrial Design)

2010 - 2015

- 2 x alumni of the NUS Overseas College (NOC) entrepreneurship program
- Founder of 3 ventures (homemade meal sharing platform, physical asset management system and business design consultancy)
- Design intern at 3 startups in Singapore, Bangalore & Silicon Valley

### Stanford University

Minor (Technopreneurship)

2013 - 2014

- Pitched and selected for the NOC Venture Initiation Program (VIP) startup grant of \$10,000
- Launch Hackathon 2014 Expedia and Capital One API Winner

### Skills

#### Core

- Problem solving
  - Mentorship
- Strategic thinking · Idea validation
- Collaboration
- Client management
- Agile

Relationship building

- · Detail oriented Organised



### **Data-informed Design**

- Ideation
- Prototyping Design systems
- User-centered design User research

Design thinking

- Branding Print design
- User testing

















Responsive design





# **Growth-oriented Marketing**

- Conversion Rate Optimisation A/B Testing
- Search Engine **Optimisation** Performance
- Data Analysis
- Marketing



















# **Light Development**

- Frontend Development (HTML · SCSS · JS)
- Responsive Email Development









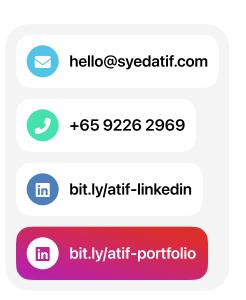












# **Experience**



Singapore Nov 2014 - Present

- Provided various design-centric services to over 20 clients.
- Worked with founders to improve and optimise their business ideas.
- Conducted product brainstorming sessions to identify complex problems and devise simple solutions.
- Provided end-to-end brand design, product design, responsive web design and visual design services.
- Introduced A/B testing framework and published marketing experiments.
- Provided ad-hoc development support via Hubspot, Shopify and Github.



#### **Product Designer** Meta

Singapore May 2022 - Dec 2022

Enhanced the Business Messaging experience for sellers and buyers

- across Meta Business Suite, Instagram and Messenger.
- Provided design support to multiple teams.
- Worked with and contributed to a robust design system.



#### Marketing & Product Design Lead **Synchro**

Berkeley (Remote) Jan 2017 - Mar 2022

- Responsible for the end-to-end marketing and product design needs.
- Laid the groundwork for scalability and growth across multiple fronts.
- Initiated the A/B testing efforts and ran back-to-back design-centric experiments with a 52% success rate. Increased Revenue per User by 89% and Conversion Rate by 81% over 18 months.
- Introduced SEO and upsell/cross-sell intiatives to drive lead generation.
- · Worked alongside the Creative Director on brand refresh and implemented it across all product packaging and the marketing website.
- Managed, maintained and optimised the marketing website.
- Designed and developed traffic-specific landing pages.
- Led the execution of multiple product launches, quarterly sales and paid advertisement campaigns.
- In-charge of frontend development and code maintenance.
- Increased company-wide collaboration and efficiency.



# Marketing & Conversion Designer

Jul 2015 - Dec 2016 Singapore

Tradegecko

- Responsible for managing and optimising the marketing website.
- Conceived an A/B testing culture for the marketing website, focusing on optimising top and middle of the funnel conversion.
- Spearheaded SEO strategy with primary focus on keyword research, content creation and technical audit.
- 9% month-on-month growth of Organic traffic over 6 months.
- Conducted SEO and CRO focussed workshops for the marketing team.
- Designed & developed TradeGecko's Resource Library for lead-gen.



# **Design Lead (Internship)**

Soma Water

San Francisco Aug 2013 - Jul 2014

- 1 of the top 25 students accepted for the NUS Overseas College (SV) entrepreneurship program from over 1000 applicants university-wide.
- Joined the company 1 month before launch. Championed the entire design effort ranging from website, email and social media.
- Managed external design collaborators and contractors.
- Researched and implemented an A/B testing framework.
- Designed and developed multiple site and landing pages.

design of unboxing and interacting with the product.

- Published custom marketing funnels based on channel and source to increase conversion rate. Conducted ethnographic user research to improve the experiential
- Conceptualised, prototyped and tested packaging and product improvements.

Involved in new product ideation bootcamp with industry experts.



#### Visual Designer (Internship) Milaap

Singapore · Bangalore Dec 2012 - Jul 2013

- 1 of the top 25 students accepted for the NUS Overseas College (SV) entrepreneurship program from over 1000 applicants university-wide. · Joined the company 1 month before launch. Championed the entire
- design effort ranging from website, email and social media. Managed external design collaborators and contractors.
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