

(Product + Marketing + Conversion) Designer

A creative and logical problem-solver who takes pride in conceiving and delivering data-informed design solutions.

Unconventional thinker, adventurous traveller and father of two beautiful daughters.

Education

National University of Singapore
BA, Industrial Design (2010 - 2015)

- NUS Overseas College Alumni (Singapore)
- Air Weapons Club Vice-chairperson
- Air Rifle Training Team (TeamNUS)

Stanford University
Minor, Technopreneurship (2013 - 2014)

- NUS Overseas College Alumni (Silicon Valley)
- Pitched and selected for the NUS Venture Initiation Program (VIP) startup grant (\$10k)
- Launch Hackathon 2014 - Expedia (Winner)
- Launch Hackathon 2014 - Capital One (Winner)

Skills

Soft → Ideation · Problem Solving · Strategic Thinking · User-centred Design · Agile · Data-informed Design · Idea Validation · Detail Oriented · Organised · Logical Thinking

Stack → *Concept Sketching · Scrum · Business planning · Asana · Slack*

Design → Product Design (Mobile/Web) · Responsive UX/UI Design (Web/Email) · Wireframing · Prototyping · User Research · Product Strategy · Design for Scalability · Brand Identity Design · Print Design

Stack → *Figma · Sketch · Illustrator · Photoshop · Indesign · InVision · Keynote · Premier Pro · Final Cut Pro*

Marketing → Conversion Rate Optimisation · A/B Testing · Search Engine Optimisation · Performance Marketing

Stack → *Visual Web Optimizer · Optimizely · Hotjar · Google Analytics · Google Trends · Semrush · Klaviyo · Mailchimp*

Others → Frontend Development · Responsive Email Development · Data Analysis

Stack → *HTML · SCSS · Github · Atom · Sourcetree · Zeplin · Bootstrap · Hubspot · Shopify Themekit*

Contact

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Experience

Product Designer · Meta
May 2022 - Present, Singapore

- Supporting the Business Messaging Commerce team in improving buyer and seller interactions.

Principal Designer · AFstudios
Nov 2013 - Present, Singapore

- Provided various design-centric services to 17 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.

Marketing & Product Design Lead · Synchro
Jan 2017 - May 2022, Berkeley (Remote)

- 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 initiatives 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 · TradeGecko
Jul 2015 - Dec 2016, Singapore

- 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
Aug 2013 - Jul 2014, San Francisco

- 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.
- Published custom marketing funnels based on channel and source to increase conversion rate.
- Conducted ethnographic user research to improve the experiential design of unboxing and interacting with the product.
- Conceptualised, prototyped and tested packaging and product improvements.
- Involved in new product ideation bootcamp with industry experts.

Visual Designer (Internship) · Milaap
Dec 2012 - Jul 2013, Singapore

- 1 of the 32 students accepted for the NUS entrepreneurship program from a pool of over 800 applicants university-wide.
- Worked alongside the CEO as the company's first in-house designer.
- Responsible for the entire visual identity of the company.
- Championed marketing & lead-gen campaign design, including offline events.
- Designed and developed landing pages using basic HTML/CSS.
- Designed and built all company emails using Mailchimp.