

## EXPERIENCE

### CPF Board • Snr Prod Designer JAN 2022 - PRESENT

- First designer embedded in a cross-functional pilot product team with no formal seat for design
- Established design practice by building trust with stakeholders unfamiliar with design, translating policy-driven needs into clear product direction
- Designed dashboards, planners and transactional forms for citizens with varying financial literacy, validated through various modes of research
- Coordinated design across an emergency task force with GovTech and CPF Board's engineering, operations and policy teams, to ship anti-scam safeguards within three months to protect \$571 billion worth of retirement savings
- Consistently maintained 80% CSAT for various products across the retirement vertical, with strong user adoption and return rates

### SOTA • Corporate Comms Exec FEB 2018 - JAN 2022

- Owned end-to-end digital presence for the school - UI/UX design, frontend development, analytics, and integrated communications
- Single-handedly designed and built a microsite within a 1 month to keep school operations running during the COVID-19 lockdown for an outreach of 200,000+ students across Singapore

### MOE • Festival Organiser JAN 2016 - JAN 2018

- Conceptualised and executed the Singapore Youth Festival for 500,000+ students across 400+ schools
- Worked with diverse teams backstage at various performance venues across Singapore

### 8th ASEAN Para Games • Event Organiser 2015

- Coordinated arts practitioners from all over ASEAN to stage the opening and closing ceremonies of the Games

## EDUCATION

### National University of Singapore 2015

Bachelor of Social Sciences (Honours), Geography  
Minor in Geosciences

## COMMUNITY

Created and maintained [BTO Appointment Date Tracker \(Unofficial\)](#), a crowdsourced tool and community to help quell Singaporeans' anxiety in the BTO application process. Helped 22,000 subscribers and their families over 5 years. Sunsetting in Mar 2026.

## SKILLS

### STRATEGY

Systems thinking, cross-agency stakeholder management, product thinking

### RESEARCH

Surveys, interviews, analysis, reporting

### DESIGN & DEV

Prototyping, design sprints, data visualisation, dashboards, frontend dev

### ENGAGEMENT

Public relations, digital marketing, content strategy, event management

### TOOLS

Figma, Miro, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro), Adobe Analytics, Adobe Experience Manager, Google Analytics, Azure DevOps

## ABOUT

- Communicates effectively across disciplines, often as the only designer in the room
- Comfortable in policy-heavy environments
- Skilled at turning messy data into something people can understand and act on
- Still very passionate about the arts, especially music-making