SI MIN CHUA

Senior Product Designer

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EXPERIENCE

CPF Board • Snr Prod Designer — JAN 2022 - PRESENT

- Established design practice as the first designer embedded in a cross-functional pilot team with no formal seat for design, translating policy-driven needs into clear product direction for stakeholders new to design
- Unified 8 scattered planning tools into one platform as the sole designer, aligning 10 product owners and 5 developers around a shared vision, achieving 80% CSAT since launch
- Coordinated design across an emergency task force with GovTech and CPF's engineering, operations and policy teams, shipping anti-scam safeguards within three months
- Validated product direction through user research with citizens of varying financial literacy, including pivoting a pre-launch security feature before its next phase was built

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. Sunsetted 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

- Connects the dots across policy, tech and operations, often as the only designer in the room
- Comfortable in policy-heavy environments
- Turns messy data into something people can understand and act on
- Still very passionate about the arts, especially music-making