SI MIN CHUA

Senior Product Designer

siminchua.com | LinkedIn | chuasimin10@gmail.com

EXPERIENCE

CPF Board • Snr Prod Designer — APR 2026 - PRESENT
Product Designer — JAN 2022 - MAR 2026

- Unified 8 planning tools into one platform, aligning 10 product owners and 5 developers around a shared vision, maintaining 80% CSAT since launch
- Coordinated design across an emergency anti-scam task force with GovTech and CPF Board officers, bolstering defence on the CPF website within 1 month
- Owned end-to-end user research (usability testing, synthesis, reporting) across 5 studies with 40 participants, turning findings into product pivots for citizens of varying financial literacy
- Established design practice as the first designer in a cross-functional product team, translating policy-driven needs into product direction for stakeholders unfamiliar with design
- Partnered with product owners, product managers and developers, bridging operational needs and technical constraints

SOTA • Corporate Comms Exec — FEB 2018 - JAN 2022

- Ran end-to-end digital presence for the school - UI/UX design, frontend development, analytics, and integrated communications
- Designed and built a microsite in 1 month during COVID-19 lockdown to maintain school operations, reaching 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
- Show-called and coordinated backstage teams at performance venues across Singapore, including Esplanade Theatres on the BaY

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

Usability testing, interviews, surveys, synthesis, reporting

DESIGN & DEV

Prototyping, design sprints, dashboards, frontend dev, agile

ENGAGEMENT

Public relations, digital marketing, facilitation, event management

TOOLS

Figma, Figjam, Miro, Adobe Creative Cloud (Photoshop, Illustrator, 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