

Chan Yi Jie

Design Leader

Singaporean

CONTACT

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CONNECT

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PROFILE

I am an accomplished design leader with extensive experience in orchestrating and supervising design teams to successfully deliver complex digital products across diverse verticals and industries. I possess demonstrated skills in design conceptualization, ideation, and adeptly guiding cross-functional teams in agile delivery framework.

I firmly adhere to the belief that good design necessitates an ongoing curiosity to comprehend user needs, coupled with the willingness to challenge conventional norms in pursuit of innovation.

My areas of specialisation encompass:

- strategically translate complex business requirements into compelling user experiences.
- formulating processes that enhance team productivity and promote effective communication.
- analysing and leveraging insights from user research to inform business decisions and attain organisational objectives.

EXPERIENCE

YJ UX DESIGN, SINGAPORE

Senior Product Designer (TERRASCOPE)

May 2023 – Present

- Established a comprehensive Design Ops framework that incorporates Design Delivery standards, a streamlined Usability Testing process, and the adoption of design brief guidelines as a standard across the company, resulting in a 30% reduction in project ambiguities.
- Influenced behavioural changes within the design team by leading through example, resulting in a 50% increase in the adoption of standards, processes, and guidelines.
- Enhanced carbon management workflow and modules to bring increased efficiency for carbon managers and customers in data collection, reporting and analysis.

Head of Design (FYOOZ STUDIO)

Sep 2021 – Apr 2023

- Founding member of Luminarflo, an in-house product within Fyooz Studio, and played a key role in guiding it to a successful MVP launch.
- Led the product startup journey, overseeing strategic hiring, defining precise product requirements, and developing collaboration process within teams.
- Led design strategy for Luminarflo, streamlining project management for service providers and clients from start to finish, encompassing contract handling, defining work scope, timeline management, and simplifying payment processes.

SINGTEL, SINGAPORE

Nov 2020 – Aug 2021

Associate Director, Design

- Headed design and strategy for Singtel Dash, enhancing productivity across business verticals.
- Overcame policy hurdles, convinced stakeholders to open tool access, reducing communication delays by 80%.
- Established and boosted adoption of the Product Requirements Framework for design clarity, minimizing reworks.
- Created and managed the Singtel Dash Design System, patterns, and standards for efficient product releases.
- Developed a Design QC benchmarking process to clarify design quality priorities, and reducing design debts by 75%.

VISENZE, SINGAPORE

Jan 2019 – Nov 2020

Head of UX/UI

- Led UX and UI designers to innovate designs for AI machine-learning platform and visual search apps.
- Oversaw hiring, onboarding, performance reviews, and career development for team members.
- Formalized design processes, systems, and patterns, reducing development effort and increasing product release speed by 50%.
- Conducted design thinking workshops to instill a user-centric mindset in cross-functional teams.

NTUC LINK, SINGAPORE

Jan 2018 – Dec 2018

Lead Product Designer

- Led a UX/UI team in delivering end-to-end design for Plus! Engage, an enterprise solution enabling automated tasks and data-driven marketing decisions.
- Collaborated with Product Managers for requirements, roadmap planning, and design delivery timelines.
- Partnered with UX Researchers to comprehend user's pain points and led product features brainstorming.

MOODY'S ANALYTICS, SINGAPORE

2014 – 2017

Senior User Experience Designer

- Innovated the UX design concept for the next-gen Enterprise Risk Solution – RiskOrigins Web App, significantly enhancing efficiency and stakeholder satisfaction.

ISOBAR, SINGAPORE

2013 – 2014

User Experience Consultant

- Spearheaded and delivered exceptional UX solutions for client projects and RFPs, pivotal in expanding the client base and elevating the company's branding.

OGILVYONE, SINGAPORE

2011 – 2013

Associate User Experience Consultant

- Key contributor in expanding the UX discipline within the Design team, encompassing UX, Research and Design Strategy.

CREATIVE TECHNOLOGY LTD, SINGAPORE

2009 – 2011

User Experience Designer

- Co-led the invention and design of interactions for Creative's Zii Tablet Application, ZiiPhoto, resulting in a patented technology. The patent, granted on April 8, 2011, encompasses a method, system, and electronic device for efficient graphic processing and salient-based learning.

EDUCATION

Bachelor of Computing (Honours), Communication and Media

National University of Singapore

- Jurong Central – Harun Ghani Scholarship for Outstanding Academic Performance

Diploma with Merit in Multimedia Computing

Ngee Ann Polytechnic

- IDA Silver Medal & Pearson Education Prize for Second Most-Outstanding Graduate

SKILLS

Leadership & People Management • Product & Experience Design • Design Strategy • Design Processes • Design System • Agile Execution