

# Jing-Hui (J.H.) Choy

## PRODUCT DESIGNER

### EXPERIENCE

#### Associate Tech Lead, User Experience DBiz.ai | 2025 - present

As UX Lead in the Singapore office, I oversaw client projects for exceptional user experiences. Key contributions include:

- Developing a comprehensive design system for streamlined workflows and enhanced collaboration.
- Leading website vibe code to increase design-to-deployment speed.

#### Senior UX Designer Backbase | 2022 - 2023

Lead designer for EastWest Bank retail project (Philippines)

- Successfully led retail product design for Web, Android, iOS that transformed user experiences for the EastWest Bank project, achieving significant improvements in design quality. (App store ratings >4.5 at launch and currently at 4.6 and 4.5 for App Store and Play Store respectively)
- Tailored off-the-shelf designs to meet the unique needs of the local market, improving product-market fit.
- Conducted peer critique sessions that promoted collaboration and the sharing of best practices among designers.
- Integrated valuable Philippine insights into global product roadmaps, increasing APAC regional representation.

#### Senior User Experience Designer Chemistry | 2022 - 2022

- Directed the SIT campus app project, achieving a measurable increase in user engagement through innovative design strategies.
- Conducted research with neurodiverse youth, leading to policy changes in mental health services.
- Mentored junior designers, fostering a culture of growth and enhancing team performance in user-centered design.

#### UI/UX Designer DSTA Digital Factory | 2020 - 2022

- Led product design at DSTA Digital Factory with IBM iX, enhancing user experience and design maturity.
- Fostered stakeholder collaboration to optimize service delivery and streamline processes.
- Established a trusted handoff process for developers, improving Agile squad efficiency.
- Used Figma and Jira to enhance workflows, leading to better project outcomes.
- Facilitated workshops with IBM's Enterprise Design Thinking framework for user-centered alignment.
- Conducted user research and usability tests, significantly increasing task success rates and perceived efficiency.

#### Associate Strategist Digitas/Arcade (Publicis Groupe) | 2017 - 2019

- Supported and led projects in CRM, media, social content strategy, and communications planning.
- Developed customer personas and journey maps to enhance customer experience and engagement.
- Used tools like GlobalWebIndex and Salesforce Social Studio for data-driven strategies for brands such as Samsung and HSBC.
- Led campaign strategy for Transitions (Essilor) in Japan, aligning local and global branding.
- Defined brand territory for Shangri-La Hotels' dining concept, Shang Social.
- Created data-informed digital media strategies for 19 markets, improving Tiger Beer's global content approach.

### EDUCATION

#### BA, Psychology & Communication (Double Major) University at Buffalo, SUNY | 2013 - 2016

- Highest Distinction in Communication, High Distinction in Psychology, Summa Cum Laude; 3.798/4.000
- Dean's List Fall 2013
- Inducted into Phi Beta Kappa in 2016

#### Certifications

- User Experience Design Immersive (General Assembly Bootcamp)
- New UX Managers - NN/g
- IBM Enterprise Design Thinking
- CSM, CSPO, A-CSPO, PSPO

### CONTACT

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