

# Sufyan Selamat

Digital product designer with 7+ years of experience

Nationality	Email address	Phone number	Website	Case study password
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## Experience

### Open Government Products, GovTech Singapore

#### Senior Product Designer

August 2023 - Present

- Led design strategy for PaySG (a whole-of-government payments software) partner acquisition, growing it from 1 to 8 agency partners, with 14 more in the pipeline
- Pivoted product strategy from payments to reconciliation based on landscape research, addressing a larger, unmet need for government agencies
- Built a workforce optimisation tool (0 to 1), reducing processing from 1 week to 5 hours
- Mentored a junior designer to improve their performance and impact through structured feedback, leading to their successful team integration

### GXS Bank

#### Lead Product Designer

Jan 2021 - July 2023

- Co-led the foundational design of the GXS mobile banking app (iOS & Android), establishing core user flows and UI patterns from 0 to 1.
- Designed user onboarding flows that achieved a <3 minute sign-up time.
- Designed Help Centre flows with a 7.7/10 early access satisfaction score.
- Established a unified design language across GXS and partner ecosystems, improving brand consistency and accelerating feature development.
- Elevated team's design quality and velocity by establishing critique rituals, fostering a culture of feedback and mentorship.

### Grab

#### Senior Product Designer for Consumer Places Experiences

March 2020 - December 2020

- Designed mobile location search that grew GrabFood revenues by \$250K/month.
- Mitigated multi-million dollar legal risk by designing a compliant location data consent flow, ensuring user privacy and regulatory adherence.
- Drove cross-functional alignment by leading roadmap workshops, unifying strategy for 4 key business verticals (Food, Transport, Ads, Pay).

#### Product Designer for GeoTools and Consumer Places Experiences

July 2018 - March 2020

- Reduced engineering root cause analysis time by 99% (10m to 6s) by designing an internal tool that supports 3,400+ daily ops tasks.
- Design mobile location selection on the mobile app(iOS and Android) that reduced driver cancellations by 1.3% and driver waiting time by 1.4%.

## Competencies

### Skills

- Product Design (UX/UI, Research, Prototyping)
- Strategy (Roadmapping, Facilitation)
- Leadership (Mentorship, Cross-functional Comms)

### Tools

- Figma
- Sketch
- Protopie
- Principle
- Adobe Design Suite

### Languages

- English (Native)
- Malay (Native)

## Education

### National University of Singapore

Bachelor of Arts (Honours), Major in Communications and New Media