

PROFILE

I'm a Product Designer with over 10 years of experience across graphic, packaging, and digital design. I create cohesive, user-centred product experiences by optimising UX and designing interfaces in Figma. My approach blends creativity and problem-solving to deliver intuitive solutions aligned with brand and business goals.

EDUCATION

The Glasgow School of Art 2016 – 2018

Bachelor of Arts,
Communication Design

Singapore Polytechnic 2011 – 2014

Diploma, Digital Media

SKILLS

Technical

Adobe Creative Suite
Figma
Microsoft PowerApps

Design

Graphic Design
Packaging Design
User Experience (UX)
User Interface Design (UI)

WORK EXPERIENCE

UI/UX Designer

Atlas
Aug 2025 – Current

Delivered UI/UX and product design for SaaS platforms at Atlas, creating cohesive digital experiences aligned with brand identity and business objectives.

Product Designer

Singapore International Foundation / Our Better World
Jan 2022 – Jul 2022

Designed and optimised digital product experiences through IA, user flows, and prototyping, collaborating cross-functionally to deliver accessible, brand-aligned solutions.

Brand & Packaging Designer

Cowan, Singapore
Jan 2022 – Jul 2022

Supported established FMCG brands such as Mondelez, Nestlé, and F&N across the full creative process, from concept ideation to product packaging.

Brand & Packaging Designer

Design Bridge Asia
Jul 2018 – Dec 2021

Supported established FMCG brands such as Mondelez, Unilever, JDE, and Zespri across the full creative process, from concept ideation to product packaging.

Graphic Designer

Grab (previously known as GrabTaxi)
Aug 2014 – Aug 2016

Designed digital and print promotional assets for marketing campaigns and social initiatives, supporting Grab's evolution from GrabTaxi into a Southeast Asian tech unicorn.