LENA GOH

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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.

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

UX/Service Designer
Singapore International Foundation
Sep 2026 – Present

Designed digital experiences through IA, user flows, and prototyping, delivering accessible, brand-aligned solutions.

UI/UX Designer
Atlas
Aug 2025 – Feb 2026

Delivered UI/UX for SaaS platforms, creating cohesive experiences aligned with brand and business goals.

Product Designer
Singapore International Foundation / Our Better World
Jan 2023 – Aug 2025

Designed digital experiences through IA, user flows, and prototyping, delivering accessible, brand-aligned solutions.

Brand & Packaging Designer
Cowan, Singapore
Jan 2022 – Aug 2022

Supported FMCG brands like Mondelēz, Nestlé, and F&N from concept to packaging.

Brand & Packaging Designer
Design Bridge Asia
Jul 2018 – Dec 2021

Supported FMCG brands like Mondelēz, Unilever, JDE, and Zespri from concept to packaging.

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

Designed digital and print assets for campaigns, supporting Grab's growth into a Southeast Asian tech unicorn.