

Brian Ng Yuzhi

+65 9666 3749 • briannyz95@gmail.com • [Linkedin](#) • <https://brianngyz.webflow.io/>

Product Designer | UX/UI

With a strong foundation in design thinking principles, I tackle complex challenges through innovative and creative prototypes. This passion, fueled by both curiosity and determination to succeed, enables me to comprehend user needs while aligning products with the demands of the business market.

PROFESSIONAL EXPERIENCE

MAYBANK SINGAPORE

UIUX Designer | Aug 2023 – Present

- Managed and designed at least 8 projects concurrently at different design phases
- Conducted user interviews to gather user insights for 2 personas, defining project goals and key features to drive product strategy
- Performed usability testing to validate information architecture and entry points before presenting key design enhancements to stakeholders
- Observe retail consumer habits onsite through contextual inquiry and field studies to create user empathy maps, educating stakeholders and resolving pain points to

GOMU / Collection.xyz

PRODUCT Designer | Apr 2023 – Jul 2023

- Successfully launched 3 projects within a 8-week timeframe for Vaults Minimum Viable Product (MVP) with a TVL of \$21,000
- Developed 10+ user flows for Vaults and a sitemap for Collection.xyz
- Modernized visuals with a web 3.0, arcade-inspired aesthetic for NFT Traders

TREEHOUSE FINANCE

UIUX Designer | Oct 2021 – Apr 2023

- Led a team of 4 designers to ensure that our products adhered to our visual guidelines while optimizing user flows
- Created 8+ high-fidelity products within a year, including flagship app, Harvest, a Portfolio Management System for DeFi users
- Achieved a 4% increase in usability and a 30% decrease in drop-off rate by leveraging user feedback from user testing and data-driven metrics for our retail users
- Organized design workshops with stakeholders to generate ideas and align on feature prioritization, utilizing Crazy 8 and A/B testing techniques
- Created a comprehensive and well-organized design system library
- Effectively communicated design solutions to product managers and developers using sketches, wireframes, wire flows and prototypes

FREELANCE

Graphic and UIUX Designer | Jul 2021 – Jan 2024

- Worked on 3 projects for a NFT gamification website in 5-months, [Proba](#)
- Developed marketing materials for clients, including social media campaigns, templates for documents and slides, and logo and branding design

EDUCATION

General Assembly

Apr 2021 – Jul 2021,
Singapore

UX Design Immersive

Nanyang Technological University

Aug 2016 – May 2020,
Singapore

Bachelor of Engineering
(Honors)

Specialized in Design

SKILLS

User Research

Interviews | Affinity Mapping
Heuristic Evaluation | Surveys
Personas | Journey Map

Design

Design Thinking | UI graphics
Sketching | Wireframes

Prototyping

Sitemap | User flow | Process
flows
Usability testing | A/B Testing
Responsive Design | Rapid
Prototyping

TOOLS

Figma, Hotjar, Miro, Adobe
(Photoshop, Illustrator,
Premiere Pro), Microsoft
Suite