

# Luke Lin

## Lead Product Designer & Product Design Manager

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Dynamic and results-driven Lead Product Designer with decade-long career spearheading innovative design processes, enhancing user experiences, and formulating impactful solutions for global brands. Proven leadership in guiding and mentoring teams of 3-4 designers and conducting comprehensive design reviews to deliver high-quality design solutions. Proficient in HTML/CSS with ability to facilitate technical feasibility discussions prior to product feature or UI development. Excel in collaborating with product teams and stakeholders to drive project objectives, goal setting, and prioritize feature development. Actively contributes to design community as mentor with ADPList. Fluent in both Mandarin and English. Seeking to bring expertise in design leadership and strategic vision to dynamic team.

## Areas of Expertise

- Product Development & Leadership
- Customer Experience Improvement
- HTML/CSS for Technical Feasibility
- Extensive Multi-Industry Experience
- Lean UX/Double Diamond Framework
- Team Leadership & Mentoring
- Mobile & Desktop UX/UI Design
- User-Centric Design Thinking
- Prototyping & Wireframing
- Visual Design Principles
- Design Review/Quality Assurance
- Issue Identification & Resolution
- Cross-functional Collaboration
- User Testing & Validation
- Stakeholder Engagement

## Professional Experience

### U3 Infotech, GIC Pte Ltd – Singapore UX Solution Designer

2025 — Present

Enhanced officer experience by developing a credit risk SaaS platform for GIC credit risk officers in close collaboration with internal teams. Led design sprints, facilitated workshops, and conducted concept testing sessions with key stakeholders. Produced low- to medium-fidelity prototypes to evaluate new processes and product features.

- Lead design and workflow optimization for credit risk management system at GIC as UI/UX design consultant.
- Integrate AI tools via Figma to enhance wireframes, prototypes, and mockups, ensuring alignment with user needs.
- Collaborate with product manager and engineers to co-develop features, optimizing user onboarding processes.
- Conduct discovery meetings and usability testing, leveraging feedback to inform iterative design improvements.
- Developed design specifications and supported successful launch of platform features such as trading restrictions.

### Singapore Economic Development Board (EDB) – Singapore Product Design Lead (1 Year Contract)

2023 — 2024

Improved customer experience by designing processes and products for EDB officers in collaboration with internal units. Conducted design sprints, workshops, and concept testing sessions with stakeholders. Created low to medium-fidelity prototypes for testing new processes and products. Implemented customer satisfaction measurements to assess and evaluate impact of changes.

- Mentored contract product designer in stakeholder management/visual design, leading to successful transition to permanent role.
- Enhanced efficiency in developing application form interfaces by leading design of FormBuilder as part of new design system.
- Guided review and optimization of business processes and workflows for migrating organization's project pipeline to Salesforce.
- Streamlined design of application form interfaces and reduced development time by directing product design team in conducting workshops and gaining stakeholder buy-in for developing design system.

### Pelago, By Singapore Airlines – Singapore Design Lead

2022 — 2023

Collaborated with stakeholders to identify design requirements and improve customer experience. Led design and research teams, ensuring alignment with company goals. Fostered strong relationships with Product/Engineering teams throughout product lifecycle, facilitating launch of exceptional customer experiences. Supported career growth and skill development for designers and researchers.

- Elevated booking conversion rate from 76% to 80-87% by implementing Apply and Google Pay options and improving UI/UX.
- Achieved notable 2-3% increase in search bar usage and 1-2% increase in filter usage across multiple channels by leading product discovery process for Global Product Listing page, focusing on Search and Filter features and managing design resources.

- Attained successful verification rate of 80% and mitigated promo abuse effectively by directing OTP phone verification project.
- Ensured high levels of performance by leading development and recruitment of high-performing team of product designers and UX researchers. Mentored team members and fostered a vision that ensured Pelago is both trusted and loved by customers.
- Launched six additional languages and maintained consistent UI standards by collaborating with product and engineering teams.
- Streamlined design processes and documentation through execution of product design system and research library. Allocated improvements to designers and formalized design review process with keen focus on maintaining high-quality design standards.
- Initiated and implemented various research initiatives in collaboration with leads and senior stakeholders, providing actionable insights for new market launches. Contributed valuable inputs to Marketing and Commercial roadmap for 2023 planning.
- Revamped article templates and improved SEO, user experience, and click-through rates on product details page by introducing Trip Design feature and empowering Senior Designer to manage project and design responsibilities.

2020 — 2021

### Singapore Economic Development Board (EDB) – Singapore

#### Senior Lead Product Designer

Led design sprints and workshops with internal/external stakeholders to conceptualize new services and products. Designed services and products for EDB's investors in collaboration with teams. Created research briefs to map target customers' needs and investment journeys. Implemented user testing methodologies for qualitative and quantitative research. Managed concept testing sessions with customers, contributing to early-stage prototyping. Conducted interviews with stakeholders to integrate insights for project direction.

- Identified essential groups for service or product development and implementation by conducting stakeholder mapping analysis.
- Played integral role in development of digital products and collaborated with vendors to prioritize and implement new features.
- Created innovative products addressing customer needs and enhancing overall customer experience in investing in Singapore by fostering cross-functional collaboration with Customer Experience, Digital, and Investment Facilitation teams.

### Standard Chartered Bank – Singapore

#### Lead Experience Designer

2017 — 2020

Redefined UX and Interface design for Standard Chartered Bank Singapore's Pre-Login channels in collaboration with Senior Lead Experience Designer. Led UX initiatives to streamline user experiences and onboarding journeys for Banca products across Singapore, Hong Kong, and Malaysia. Aligned project goals with business priorities by engaging with Product Owners/Business Analysts.

- Played integral role in planning user journeys and optimizing user experiences for both existing and new-to-bank customers.
- Recommended by Senior Lead Experience Designer to join Digital Wealth and PVB UX team in Q3 2018.
- Launched new initiatives globally, covering ATM QR withdrawal on SC Mobile app in Hong Kong, enhanced ATM experience in Hong Kong, and improved modules on SC website.
- Directed launch of new wealth initiatives, enhancing browsing and onboarding experiences for Banca products on SC Mobile app in Singapore, Hong Kong, Africa, and Malaysia.
- Enhanced aesthetic appeal and tone across all Standard Chartered digital initiatives by formulating videos and animated GIFs.

### Christopher Guy – Singapore

#### UI/UX Designer

2016 — 2017

Redesigned UX/UI for Christopher Guy luxury platform targeting Hollywood and international audiences. Led front-end and back-end developers, guided interactive trends, and streamlined development processes. Oversaw UI/UX strategy for business and consumer Cloud Applications in Agile settings. Developed user flows, presentation slides, and communicated design strategies to stakeholders.

- Simplified business logic into intuitive Cloud Applications using "less is more" approach while enhancing usability for end-users.
- Led development of user interfaces and user experiences for Cloud Applications, ensuring intuitive and effective digital solutions.
- Co-directed User Interface design and rapid prototyping for e-commerce, web-responsive apps, and new market initiatives.

### REVEZ Digital – Singapore

#### Digital Art Director

2015 — 2016

Reported to Chief Technology Officer, spearheading development of new creative philosophies and motivating team to enhance skills. Guided team members, client managers, and clients on branding guidelines for tech solutions. Collaborated with CTO to set project goals and align creative initiatives strategically. Created user flows and presentation slides to communicate interaction concepts.

- Optimized team strength and individual potential and attained project excellence by leading creative and user experience process.
- Spearheaded concept planning and developed user experiences for interactive outdoor campaigns for prestigious clients, such as Changi Airport Group, EDB Singapore, National Library Board, Singapore, Health Promotion Board, and Singapore.

## Plus65 Interactive – Singapore

2014 — 2015

### Art Director

Managed Front End and Back End developers, guiding them on latest interactive trends for cutting-edge development. Reported to Interactive Director and led designers. Aligned project goals with strategic objectives in collaboration with Chief Technology Officer. Created detailed user flows/presentation slides to communicate design strategies. Fostered collaboration with cross-functional teams.

- Directed digital initiative to enhance shopping experience at BATA Singapore's flagship store by installing interactive tabletop.
- Spearheaded and oversaw user interface design and rapid prototyping for interactive out-of-home, concept, and financial projects while closely with junior art director to redefine User Experience and Interface design for Plus65 Interactive initiatives.
- Led concept planning and developed user experiences for corporate software requirements with keen focus on ensuring seamless integration of branding guidelines into technological solutions.

## Supermarket Creatives – Singapore

2012 — 2014

### Art Director

Contributed creative insights and innovative ideas by engaging in concept planning and creating key visuals for advertising campaigns. Advised team members, client managers, and clients on application of branding guidelines to maintain consistency across advertising campaigns. Developed storyboards and key visual concept sketches ("scamps") while communicating visual narratives with clients.

- Selected as top Art Director for involvement in Singapore Grand Prix pitches from 2012 to 2014, winning pitches in 2012 and 2013.
- Co-directed and designed numerous campaigns for Resorts World Sentosa Singapore, contributing to agency's recognition as key appointed agency for 2012, 2013, and 2014.
- Created impactful key visuals and concept designs for client's marketing and advertising campaigns while ensuring alignment with branding guidelines and strategic objectives.

# Additional Experience

## Product Design Mentor

ADPList – Singapore

## Freelance Art Director

Singapore

# Education & Credentials

## Bachelor of Arts (Hons) 2nd Upper, Advertising

LASALLE College of the Arts – Singapore

## O' Levels

BMC Academy, Singapore

## Certified Scrum Product Owner (CSPO)

Scrum Alliance

## Storytelling for Leaders

All Lined Up

# Additional Information

**Awards:** 2nd Runner up, Youth and Alcohol Challenge 2012, Pernod Ricard Singapore

**Technical Proficiencies:** Adobe CS, Figma, InVision, Miro, Sketch, Zeplin

**Languages:** English: Native speaker | Mandarin: Native speaker (Spoken)