

# Amber Tong Xin

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## Work experience

### Singapore Press Holdings Limited | Product designer

May 2024 to May 2025

- Executed end-to-end design efforts for 3 key projects across 6 magazine titles** HWZ website redesign, HW annual branding activities, and shopping experience enhancements. Participated in stakeholder discussions and aligned with business and engineering teams to define outcomes and create user-centred designs for complex reading flows.
- Redesigned the magazine's annual sponsor activities journey** to address the declining shop page engagement, attained a 50% increase in click-through rate during the first month and implemented an AI summary assistant, leading to a 40% boost in scrolling depth.
- Revamped the product design system** and standardised the Figma file structure to optimize cross-functional collaboration between design, product, and engineering teams.
- Resolved complex design problems** by spearheading discovery workshops, coordinating usability testing, and analyzing findings to identify key product issues and develop effective design solutions

### Cheil Singapore Pte.Ltd | Product designer

Jun 2023 to Nov 2023

- Leveraged data analytics to inform design decisions** by performing comprehensive testing with heatmaps, Google Analytics, and session recordings. Discovered UX gaps and collaborated with business analytics teams to highlight improvement opportunities.
- Redesigned the online payment journey** for the Samsung website, contributed to a 19% reduction in cart drop-off rate and a 56% increase in customers applying promotion codes during checkout.
- Design banners, thumbnails, and posters** to support the marketing team in promoting products on Shopee, Lazada, and Samsung.com.

### ConnectedLife Health Pte.Ltd | Product designer

Nov 2021 to Mar 2023

- Charted the company's core B2C app design strategy (0 to1)** leading design thinking initiatives and aligning across 3 functional teams. Conducted quantitative user studies to drive data-informed decisions and sharpen strategic focus.
- Led the redesign of the B2B hospital management administration dashboard** boosting team productivity by 2x and accelerating patient data management by 3x.
- Led a team of 3 designers** to run stakeholder workshops, conduct usability research, and craft responsive, scalable designs for end-to-end user flows, including personas, onboarding journeys, and manager task analyses.

### Gan Eng Seng School (Secondary) | Teacher

Sep 2016—Apr 2020

- Clear communicator and active collaborator**, working with colleagues to creatively design lessons and deliver engaging presentations to students.

## Education

### Diploma, Digital Media Design

Ngee Ann Polytechnic | Apr 2021 to Apr 2022

### User Experience Design Immersive

General Assembly | Jun 2020 to Oct 2020

### BA. Chinese Studies Honours

National University of Singapore | Aug 2011 to Aug 2015

## skills & software

design strategy  
design thinking  
human-centered design  
user experience  
design system  
user research  
usability  
information architecture  
user flows  
wireframes  
prototyping  
Figma  
FigJam  
Miro  
Adobe creative suits