

RACHEL TAN

An adept **collaborative UX/UI Designer**, blending past experiences in education, brings a unique perspective on human behavior, excels in **simplifying abstract concepts**, and creates **user-friendly experiences** through **creative problem-solving** and **storytelling**.

EXPERIENCE

UX/UI Designer – Digital Transformation Team

Toll Group - A logistics and global freight forwarding network
AUG 2024 - Present, Singapore

An embedded UX designer working at the intersection of AI automation, enterprise systems, and human-centred design, delivering across both customer-facing platforms and internal enterprise tools including **Cargowise One** and **ServiceNow**.

- Designed and launched **Expangea**, an e-commerce logistics MVP for online sellers, within **3 months** — owning end-to-end product design from user research and stakeholder collaboration through to a scalable design system and dev handoff.
- Designed and delivered an AI chatbot for **LEGO China** (~20% of Toll's Asia logistics portfolio), leading conversational UX from intent architecture, topic taxonomy, and bot persona through to user personas, contributing directly to **account retention**.
- Worked closely with AI engineers, business analysts, data scientists, product managers, and operations teams to address critical business and usability challenges — translating cross-functional insights into feasible, human-centred design solutions across **multiple AI automation initiatives**.

UX Designer and Researcher: Freelance

Prelectum - SaaS-based Customer Master Data Management Tool
JUN - SEP 2024, Singapore

- Conducted a comprehensive UX audit across 12 modules, using stakeholder interviews, competitive analysis, and heuristic evaluation, delivering a 31 page document in Confluence to guide developer-led usability and feature prioritisation improvements.
- Executed multiple ad-hoc design tasks based on the project objectives and timeline while maintaining high-quality designs and effective time management.

UX/UI Designer

Rently - Series 'A' funded Prop-Tech Start-up
JAN - FEB 2024, Singapore

A Pro-bono client project completed during our UXDI course focused on the tenant onboarding experience to bolster user acquisition.

- Refined product information architecture, resulting in an **84% improvement in user comprehension** across the onboarding flow.

Educator, Supervisor I

Heritage Academy - An International School Educating Students in Heartlands
JAN 2019 - OCT 2023, Singapore

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PROFESSIONAL SKILLS

Design

UX/UI Design, Interaction Design, Visual Communication, Design System, Documentation, Information Architecture, Prototyping, User Personas, Mockups, Wireframing, User Flows, Site Maps, Accessibility, Web and Mobile Platforms, Usability Testing, User Interviews, Figma

Traits

System Thinking, Stakeholder Communication, Critical Thinking, Cross-Functional Collaboration, Leadership & Communication, Problem Solving, Team Player, Presenter, Story-Teller, Design Thinking, Analytical

PROJECTS

Social Impact Project Better.sg

APR - AUG 2024, Singapore

- Collaborated with developers and designers on the redesign of the **WIRA (Women in Recovery Association)** website, contributing across UX research, UI design, and stakeholder collaboration to deliver a more usable, accessible experience for a vulnerable user audience.

EDUCATION

User Experience Design Immersive General Assembly

NOV 2023 - FEB 2024, Singapore

Diploma in Music

Lasalle College of the Arts

AUG 2014 - SEP 2017, Singapore