

SAMANTHA TAN

A thoughtful product designer eager to grow, leverage my skills and knowledge to build valuable and engaging product experiences.

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EDUCATION

UX Design Immersive

Mar 2023 – Jun 2023

General Assembly

Master of Architecture

Feb 2018 – Dec 2019

The University of Melbourne

Bachelor of Environments (Architecture)

Feb 2016 – Dec 2016

The University of Melbourne

SKILLS

SOFTWARE

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Figma

Hotjar

Jira

Miro

Optimal Workshop

USER RESEARCH

Contextual inquiry

Competitive analysis

Generative research

Persona creation

Tree testing

Usability testing

User interviews

User journey mapping

WORK EXPERIENCE

Sleek, Singapore

Product Designer

Dec 2023 – Present

- Owned end-to-end design across product areas including acquisition, subscriptions, billing, business accounts, and compliance, while collaborating with product managers, engineers, and stakeholders

Billing and Subscriptions Overhaul

- Designed and iterated on an internal platform revamp for subscription management (encompassing billing, delivery, renewals and refunds), improving data accuracy for reliable analysis and revenue recognition
- Proposed solutions to better align subscription behavior with internal users' expectations by grouping subscription details and improving discoverability of information
- Simplified complex billing logic into standardized UI to support clearer mental models and better understanding of subscription information throughout the user journey

Customer Acquisition

- Presented a revamped onboarding flow to stakeholders, proposing improvements to the visual hierarchy and information presentation to better categorise leads

Design System

- Researched conventions and best practices to introduce new components to the Sleek Design System

Hayball Architects, Melbourne

Architectural Graduate

Oct 2022 – Mar 2023

Parallel Workshop Architects, Melbourne

Architectural Graduate

May 2021 – Sep 2022

- Demonstrated initiative to independently research and address blockers during projects
- Proposed practical and creative solutions to complex problems, contributing to more productive team discussions and outcomes