

Samantha Tan

Product Designer who solves complex problems by navigating real-world constraints to build thoughtful, scalable solutions with end users in mind.

Portfolio: <https://www.thasamantha.com/>

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Experience

Sleek Tech Pte Ltd / Product Designer

Dec 2023 - Present, Singapore

- Owned the end-to-end design process for an internal billing platform revamp, centralizing subscription, renewal, and refund data to establish a reliable data foundation.
- Translated complex billing logic into intuitive interfaces, simplifying invoice and subscription management flows to improve clarity and reduce friction for internal users.
- Designed a consolidated internal tool to replace fragmented, spreadsheet-based tracking, to establish an auditable system and streamline subscription delivery.
- Synthesized user research into actionable findings for stakeholders, identifying pain points in acquisition and onboarding flows to prioritize and drive user experience improvements.
- Refined the Sleek Design System through conventions and best practices, enhancing reusability and adoption.

Hayball Architects / Architectural Designer

Oct 2022 - Mar 2023, Australia

Parallel Workshop Architects / Architectural Designer

May 2021 - Sep 2022, Australia

- Demonstrated initiative to independently research and address blockers during projects.
- Led consultant coordination across disciplines, aligning technical inputs, identifying risks, and proactively resolving or escalating critical issues.

Skills

Design systems • Journey mapping • Prototyping • Usability testing • User interviews • Wireframing

Figma • Hotjar • Jira • Maze • Miro • Optimal Workshop

Education

Master of Architecture / The University of Melbourne

Feb 2018 - Dec 2019, Australia

Bachelor of Environments (Architecture) / The University of Melbourne

Feb 2016 - Dec 2016, Australia