Hillary Hoe Sook-E

Product Designer | Ex-Grab | 5+ Years UX & Growth Design | Cross-Functional Leader | Now Returning to Tech After Building a Creative Business

www.hillary.cloud
hillarytwofour@gmail.com
Munich, Germany

WORK EXPERIENCE

Senior Product Designer

JAN 2019 - OCT 2020 / GRAB, SINGAPORE

Led the design within a cross-functional team focused on the Grab home screen — the primary touchpoint for millions of users across Southeast Asia. Recognized consistently for exceptional teamwork and communication, even after transitioning to remote work during the Covid-19 pandemic. Received the Top 10 PDA Talent 2020 Award.

Notable projects include:

- **Feed redesign**: Ran multiple workshops to align across teams; used data & research to redefine the IA & UX of the feed, increasing CTR 75% & doubling GMV attribution.

- **Optimising the home screen during Covid-19**: Ran multiple product design-driven hypotheses experiments to launch a rapid redesign in response to new user behaviour, increasing overall transactions and conversion rates.

- Widget factory CMS: Defined the UX of an engineer-built CMS, reducing time taken for internal marketing agents & external vendors to create Feed widgets by 60%.

Product Designer

OCT 2016 - DEC 2018 / GRAB, SINGAPORE

Worked with different teams in the Grab passenger app under the leadership of a design manager. Notable projects include:

- **GrabChat Rich Messaging**: Defined UX flows & new UI library within GrabChat to enhance the pickup experience, reducing cancellation rates and cost of number masking.

- **Redefined App Navigation**: Contributed to product strategy & restructured the IA as Grab app moved from a side menu to bottom navigation bar, improving app scalability & NPS.

- Grab Design System: Contributed to building a consistent UI library across iOS, Android and marketing platforms.

EDUCATION

BA (Hons) Industrial Design / National University of Singapore, grad. 2016

SKILLS

Product strategy

UX/UI design

Wireframing

Prototyping

Micro-interaction design

Design systems

User research & testing

Content strategy

Workshop facilitation

Cross-team collaboration

Video editing

Illustration

TOOLS

Figma, Sketch, Principle, Protopie, Framer, Premiere Pro, After Effects, Webflow, Procreate

LANGUAGES

English, Chinese
German (B1)

Founder of Cloudyhills Productions

JUN 2021 - PRESENT / GERMANY

Built and scaled a creative video brand focused on furniture making and interior design, applying product thinking and UX storytelling to engage a global audience.

- Grew [YouTube channel](#) to 400K+ subscribers and 41M+ views, applying user research, data-driven iteration, and emotional design principles to content strategy.

- Used tools like Premiere Pro, After Effects, and Procreate to craft engaging narratives and cohesive brand identity.

- Analyzed viewer behavior (retention, CTR, drop-off) to continuously optimize video structure — paralleling A/B testing and conversion optimization.

Interaction Designer

MAY 2014 - JUN 2014 / NUS INCUBATION CENTRE, SINGAPORE

Coded a virtual pet game using Java and C++. This experience gave me a basic idea of code structure.