Yuan Yuan
Product designer

Empathy | Harmony | Input | Relator | Learner

sevenbanana.com
linkedin.com/in/sevenbanana
yyuan.amelie@gmail.com
Singapore

Work Experience

Senior Product designer | Grab
Jun 2021 - Aug 2023, Singapore

- **Overall:** In charge of UI/UX design of merchant app, portal and tools and designed 5 GrabFood Merchant features, including mobile app, web portals.
- **User research:** Conducted user interviews and usability testing to gather insights and feedbacks.
- **UX design:** Practised design thinking and conducted review presentations with internal team, design department and other stakeholders.

Great Eastern | 4 years 1month

Lead UX designer
Dec 2020 - Jun 2021, Singapore

- Led a UX team of 6 to design a new version of Great Eastern mobile app, a well-being platform for 2.5M policyholders in Singapore.
- Facilitated workshops for concept brainstorming, brand promise, gamification, habit-forming, and MVP scope definition.
- Crafted and designed customer journey maps, user stories, wireframes, and prototypes and iterations.
- Conducted weekly design reviews to validate directions, concepts and designs with the managing director, product managers, internal stakeholders, developers, agencies, and users.

Senior UX designer
Jun 2017 - Nov 2020, Singapore

- Created user-driven and intuitive product design for 3 customer apps (UPGREAT, GETGREAT, Great Eastern app) and SSO (GreatID).
- Designed and delivered wireframes, user journey maps, prototypes and delivered architecture and hifi designs for design system.
- Gathered and shared insights from industry players and best-in-class service and conducted lunch & learn sharing sessions for the digital transformation department.
- Managed 2 online communities for customers and agents, conducted 30+ quantitative and qualitative customer research every year, and provided insights for internal stakeholders, and shared back to the communities.

UX designer | Skyblaze Studios
Aug 2016 - Apr 2017, Singapore

- **Product Design:** Designed 4 projects within 9 months, including application product prototyping for Web, iOS and Android. Execution of visual design concepts via research, wireframe, storyboard, usage flow creations.
- **Game Design:** Created game concept and specification for social platforms including iOS and Android mobile. Assisted the game development team in producing an engaging user experience.

Game designer, UX designer | DeNA
Jun 2014 - Jul 2016, Singapore

- Found user pain points through actively tracking key game metrics, checking user feedback on forums and social media to ensure profitability and stability daily
- Generated optimised solutions and creative ideas for game mechanic and monetization based on brainstorming and user testing to ensure the optimal user experience
- Managed schedules and cooperated with a 50+ members team including developers, artists, QAs, and analysts in a multi-cultural, remote, and agile environment to ensure committed deliverables

Education

UX Certificate
Nielsen Norman Group
Feb 2018

Msc, Digital Media Technology
Nanyang Technological University
Aug 2013 - Jul 2014

B.Eng, Digital Media Technology
Beijing University of Posts and Telecommunications
Sep 2009 - Jun 2013

Exchange, Mass Media
I-Shou Univerisity
Sep 2011 - Jan 2012

Skills

Prototyping
Sketch, Invision, Miro, Balsamiq

Research
User interview
Customer journey mapping
Data analysis
Desk research
User testing

Design
Sketch, Photoshop, Illustrator
After Effects, Wix
Bootstrap (HTML5/CSS/JS)

Collaboration
Conducting workshops
Facilitating design critique
Strategy & vision presentations

Languages
English
Chinese (Mandarin)