

KWOK YAN QI

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WORK EXPERIENCES

DSTA

Senior UX Designer

Feb 2025 - Present

UX Designer

Jul 2023 - Feb 2025

- Led end-to-end design for internal enterprise and AI products, achieving an 83.5 System Usability Scale score, 100% customer satisfaction, and a 167% increase in Net Promoter Score.
- Designed and launched DSTA's first GenAI chatbot, building user trust and adoption among 4,000+ employees.
- Drove the development of DSTA's latest design system, contributing to strategy, research, component design, and core guidelines, enabling scalable adoption across 10+ key projects.

Grab

Product Design Intern

Aug 2022 - Dec 2022

- Enhanced data visualisation UX with motion and interaction design, improving responsiveness and intuitiveness for 40 million monthly transacting users across Southeast Asia.
- Led design of a new crypto feature for Grab's Web3 product.

Shopee

UI/UX Design Intern

Jan 2022 - Jul 2022

- Designed mobile and web UI/UX for Merchant Services (MS).
- Built 2 design libraries for Shopee Partner App & MS Admin.
- Conducted user interviews, usability testing, A/B testing, and competitor analysis to redesign ShopeePay home page.

The GAS Station

UX & Marketing Intern

May 2021 - Jul 2021

- Redesigned the TGS website from research and information architecture to wireframing and final UI designs on Figma.
- Developed marketing strategies, social media content, and graphic designs for 7 real estate clients using Adobe Illustrator.

EDUCATION

Bachelor of Communication Studies

Nanyang Technological University | Aug 2019 - Jun 2023

CGPA: 4.36/5.0, Dean's List in Academic Year 2019-2020

SUMMARY

Senior Product Designer with 3+ years of experience delivering enterprise and AI solutions for large organisations. Skilled in user-centered design, driving new products from ideation to delivery, and solving complex problems through research & design. Passionate about creating meaningful user experiences that resonate with people.

SKILLS

Design Thinking, User-Centred Design, Interaction Design, Information Architecture, Wireframing, Rapid Prototyping, UX Research, Usability Testing, Surveys, User Interviews, Focus Group Discussions, Workshops, Design Systems, Agile Methodologies

Tools

Figma, Adobe Creative Suite, Miro

CERTIFICATIONS

Designing and Building AI Products and Services

MIT xPRO | Dec 2024

Certified ScrumMaster

Scrum Alliance | Sep 2024

Google UX Design

Google | Jul 2023

Certified Usability Analyst

Human Factors International | Jul 2021