

# Cindy Chai

## UI UX Designer

### Work Experience

#### UX Designer

Sep 2022 – Nov 2023

**Beyondsoft Singapore** | Singapore | IT Consulting

- Led a comprehensive redesign initiative for a critical government backend levy management system under SkillsFuture Singapore (SSG). Orchestrated end-to-end design collaboration, fostering synergy among Business Owners, Product Managers, and Engineers in an agile development environment. Pioneered the creation of innovative, user-centric UI features and a design system tailored to business needs and optimal user experiences. Additionally, mentored a junior designer, nurturing their design skills and facilitating continuous improvement throughout project iterations.
- Undertook ad-hoc projects in response to evolving business needs, including the conceptualization of a homepage design for a Wine NFT landing page and the development of a UI design concept for a high-volume audio recording parsing system for CIMB Bank.

#### UI UX Designer

Dec 2021 – May 2022

- Completed freelance UI UX Design work for various clients remotely

#### Product Designer

Nov 2020 – Nov 2021

**PSA Singapore** | Singapore | Logistics & Maritime

- Executed a complete visual redesign of their 20 year old legacy software for Stowage Planning in accordance with modern Angular UI & company's visual guidelines, and further implemented a new double-berthing module to meet increasingly complex berthing & stowage planning demands. The new visualisation features greatly enhanced users' satisfaction and overcame various key technical limitations of the previous system.
- Conducted extensive user interview sessions with various Stowage Planning users, and employed UX Research methods such as Customer Journey Mapping (CJM) & creating Personas to gain an in-depth understanding of their pain points, perceptions and experiences with the existing Stowage system.

#### UI UX Designer

Nov 2019 – Nov 2020

**OC Digital Pte Ltd** | Singapore | Digital Marketing & Web Development Agency

- Designed high-fidelity desktop CRM mockups for a leading Real Estate organisation in Singapore with diverse functionalities, including leads and project management, financial calculator tools, marketing campaign management and data reports. The CRM was later featured in 99.co's official blog as a game changer in the Real Estate industry in Singapore: <https://bit.ly/3mpbagm>
- Successfully redesigned the entire desktop ecommerce website for one of the largest car dealership businesses in Singapore, including both the front-end customer facing pages & user account settings, and back-end inventory system for internal administrative use.

### Skills

#### UI Software

Figma  
Affinity Designer

#### UX Research

User Interviews  
Persona Building  
Customer Journey Mapping  
Site Mapping  
Writing User Stories

#### Front-End Web Dev (Basic)

HTML5  
CSS3

#### Agile

FigJam  
Miro  
Trello

### Education

**Bachelor of Arts (Psychology),  
Honours with Distinction**  
Nanyang Technological University

### Languages

**English** (Native)  
**Mandarin** (Fluent)  
**Japanese** (Upper Intermediate)

### Contact & Portfolio

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[My Portfolio Website](#) 