



# Ang Yi Xin

## Product Designer

Product Designer who is passionate about the intersection of design and tech. Has 10 years of experience in the end to end process of designing interfaces. Aspires to craft intuitive and simple products that solves complex problems and make an impact in people's lives. Able to code and prototype and hence make practical designs that works.

## Contact

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## Skills

User Research  
User Testing  
Prototyping  
Visual Design  
Personas  
Customer Journey  
Affinity Mapping  
User Flows  
Workshop Facilitation

## Tools

Figma  
Illustrator  
Photoshop  
After Effects  
Premiere Pro  
HTML  
CSS/ SCSS  
Javascript  
React  
Git  
Sketch  
Invision

## Interests

Coding  
Swimming  
Photography  
Travel  
Interior Design  
Mindfulness

## Work Experience

### Product Designer

Nov 2014 – Present

Open Government Products, GovTech Singapore

Work along side Public Officers, Designers, Software Engineers, Product Managers and Data Scientists to conceptualise, prototype, develop and launch citizen-facing products and tools for public officers. Led design and UX efforts for 7 products during the 6 years at GovTech.

**Pay.gov.sg** - A payment system set up in 2 weeks to help process payments for COVID Swab tests and accommodation at Stay Home Notice (SHN) facilities.

**Redeem.gov.sg** - A redemption tracking system for goods and vouchers distribution. Consists of an admin view and mobile app for ground staff helping with distributions (e.g meals, masks, NDP packs).

**Vault** - A data repository and request system for whole of government

**IsomerCMS** - A content management system for government static websites

**Jarvis** - A search tool for police officers

**Parking.sg** - Mobile app to replace parking coupons. Parking.sg is used by 80% of cars in Singapore.

**Beeline.sg** - A open-sourced transport platform for booking and crowdsourcing new routes and a suite of tools for transport companies to monitor their buses. At its peak, Beeline runs 200 monthly bus routes and was adopted by major companies (e.g. Grab, SMRT, Comfort Delgro, JTC).

### Digital Content Strategist/ Game Artist

Oct 2012 – Sep 2014

Singapore University of Technology and Design (SUTD)

Game Art, UI/UX Design, Web Design. Launched a puzzle game, One Upon Light, on Sony Playstation and Steam. Set up and facilitated a game development internship programme. Designed the online and offline touch points of the interns' application and evaluation process.

### Game Artist

May 2009 – Sep 2012

Singapore-MIT GAMBIT Game Lab

Game Art, UI/UX Design, Web Design. Launched 3 game titles on Facebook and iOS. Experience in Scrum and agile development practice.

## Courses

### Software Engineering Immersive

2019

General Assembly Singapore

### Certificate in User Experience

2017

Nielsen Norman Group

### User Experience Design

2015

General Assembly Singapore

## Education

### Bachelor of Fine Arts (Digital Animation), 1st Class Honours

2005 – 2009

Nanyang Technological University