



Chu Chun, Yen (Gna)

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Hi, I'm Gna, a product designer, I was born in Taiwan and I'm living in Taiwan now have around **6 years of experience** in product design. Now I play a role as a **Product Designer at NTUC FairPrice** currently.

PROFILE

Dec 2020 ~ Now • NTUC

Product Designer at NTUC FairPrice

NTUC FairPrice is an one of the enterprise for supermarket in Singapore which integrate online and offline shops expreinces in Singapore, it launched an grocery purchase service that cater to the Singapore market. In order to promoted FairPrice app, we plan to migrated the rewards system into FairPrice app.

- Design end to end experience for rewards system to help customers have seamless earn and redeem LinkPoints with online and in-store experience.
- In charge of Rewards product design for FairPrice.
- Concept exploration, define the Rewards feature direction, product validation, UX/UI design, and prototyping.

Dec 2019 ~ Dec 2020 • GoodDoctor

Product Designer at GrabHealth

Good Doctor Technology is a joint-venture between Ping An Good Doctor and Grab. It is a digital health platform with the mission to improve access to healthcare in Southeast Asia.

- Design end to end experience for our E-commerce product and helping patients have seamless medical purchase experience.
- In charge of E-health mall product design for GrabHealth.
- Concept exploration, define the E-commerce feature direction, product validation, UX/UI design, and prototyping.
- Overseeing and creating a holistic design system for GrabHealth consumer experience including Econsult, E-content, E-commerce and E-profile.

Mar 2019 ~ Nov 2019 • PressLogic

UI / UX Designer at BeautyBee

BeautyBee Is a UGC mobile app and website empowers female to record and share their daily life.

- Design end to end experience for our social media platform to cater to KOL & young girls of sharing and recording their lives.
- In charge of APP Design for BeautyBee.
- Concept exploration, define the BeautyBee feature direction, UX/UI design, and prototyping.
- Overseeing and creating a holistic design system for BeautyBee consumer experience.

Sep 2017 ~ Mar 2019 • Accuvally

UI / UX Designer at ACCUPASS

ACCUPASS is the biggest ticketing platform to assist organizer to create activities simply and effectively.

For the consumer side, providing more than 1,000,000 activities with multiple categories to cater to our consumers and engage with them.

- Redesign the holistic APP for helping consumers have a seamless end to end experiences of attending the events.
- Redesign end to end experiences of the backend platform for helping organizers to create activities with efficiency.
- Concept exploration, define the APP's feature direction, product validation, UX/UI design, and prototyping.

Oct 2015 ~ Sep 2017 • Kerjadulu

Web UI/UX Designer at KerjaDulu

KerjaDulu that help talent to seek ideal job liked linked in Indonesia, I play a role as a UI/UX designer.

EDUCATION

Oct 2013 ~ Dec 2014 • University of Southampton

Master's Degree of Communication Design

Sep 2007 ~ Jun 2011 • University of Daye

Bachelor of Visual Communication Design

CREATIVE

Information Architecture, Persona, Flow Chart, Wireframe, Mock Up, UI Flow, Prototype, Animation, Illustration

SKILLS

PhotoShop 、 **Illustrator** 、 **InDesign** 、 **Sketch** 、 **HTML** 、 **CSS** 、 **JQuery** 、 **Axure** 、 **Invision** 、 **After Effect**