

# ADELINE SETIAWAN

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## OBJECTIVE

Sociologist and anthropologist with 10+ years of experience in design research, service design, and customer experience transformation. Expertise in leading multidisciplinary teams to deliver impactful projects blending qualitative and quantitative research, behavioural science, and user-centric strategies. Proven track record of driving stakeholder buy-in, scaling innovations, and creating sustainable solutions across public and private sectors

## EDUCATION

<b>Masters of Arts, Interactive Media Arts</b> , New York University (NYU) - Part Time	2024 - 2025
<b>Bachelor of Social Sciences, Sociology (Honours), Cultural Studies (Minor), Southeast Asian Studies (Minor)</b> , National University of Singapore (NUS)	2007 - 2011
<b>Data Science For Construction, Architecture, and Engineering</b> , NUS Edx	2020
<b>Architecture and Systems Engineering</b> , MITx Professional Certificate Program	2017 - 2018

## KEY SKILLS

- Qualitative and Quantitative Research:** Ethnographic Research, Design Research, Experimental Design, Discrete Choice Experiments, Journey Mapping
- UX & Experience Design:** Prototyping, UI/UX Design, Experience Design, Web Design
- Stakeholder Management:** Strategic Roadmapping, Workshop Facilitation
- Languages:** English (Native), Mandarin (Proficient), Indonesian (Basic)
- Data & Tools:** Python (Pandas, Seaborn), Javascript (frontend, backend, D3.js), Figma, Adobe CS, Webflow

## SELECTED PROJECTS

### Housing Development Board (HDB)

- Digital Service Transformation (Mar 2022 – ongoing):**  
Designed experimental surveys (DCE, RCT) to test concepts for increasing homeowner engagement and operational efficiency across service journeys and customer service (qual n=108, quant n=2250).  
**Achievement:** Insights informed experiences to improve reliability and inclusivity for omni-channel strategy for HDB's customer channels. Conducted workshop for senior stakeholders.
- Home Maintenance Self-Reliance Initiatives (Feb 2021 – Feb 2022):**  
Led qualitative deep dive with wireframe prototypes to understand homeowners needs and motivations for new handyman marketplace promoting self-service. **Achievement:** Insights used to inform development on OneService app. Secured buy-in and budget to ensure second phase of research and development.

### National Heritage Board (NHB)

- Museum Revenue Growth (Jun 2021 – Sep 2022):**  
Led research on international museum experts (qual n=40), ethnographic walk alongs in public museums (n = 40), representative survey on visitors and non-visitors (quant n=1000).  
**Achievement:** Identified areas of opportunities for museums to grow revenue, currently in pilot. Presented findings to NHB Chief Executive Officer and senior management. Led and organised workshops for senior stakeholders, created playbook for museum sector professionals.
- Safeguarding Viability of Heritage Businesses (2021 - 2023)**  
Identify gaps and opportunities in existing grant offerings. Uncover needs of heritage (legacy) business owners using a blend of ethnographic and design research methods. Used discrete choice experiments in quant (n=1000) to identify safeguarding measures for business viability.  
**Achievement:** New grants and programmes introduced based on recommendations. Second phase of research in progress.

### Infocomm Media Development Authority (IMDA)

- Data-Driven Businesses (2021– ongoing):**  
Conducted design research for new programme and tool to accelerate nationwide digital transformation for SMEs. Created design research methods to uncover business needs of small medium enterprises (n = 80). Designed data analytics dashboards to validate, identify fuels and friction (quant n = 300).  
**Achievement:** Delivered recommendations to improve programme and tool design. Secured funding for 2 subsequent research phases (\$xx•k each).

## National Arts Council (NAC)

- **International Perception of the Arts (2021– ongoing):**

Led and conducted qualitative research (n = 40) + rep. quantitative survey in 9 international markets (n = 9000). Sense-make evidence into actionable strategies and recommendations for clients to build international partnership across public and private institutions to amplify SG arts locally and internationally.

**Achievement:** Insights used to inform nationwide and foreign policy for arts (SG Arts Plan 2.0 (2023 - 2027)).

## WORK EXPERIENCE

### Kantar Public Singapore

**Feb 2021 – Sep 2023**

Lead User Researcher and Experience Designer

- Led a team to redesign services for Housing Development Board (HDB), National Arts Council (NAC), and other public clients.
- Enhanced public services (in-person, digital), identified opportunities to increase revenue, recommended insights for new grants and policies, tested adoption of new initiatives
- Plan and led mixed-methods research blending behavioural science, qualitative, quantitative research and strategy. Generated proposals worth \$xxx•k) in competitive tenders.

### Subi-Subi.com

**Jul 2019 – Nov 2020**

Founder & Researcher

- Conducted research with stakeholders in the built industry. Built a database of 1,000+ green materials to aid architects and developers in sustainable construction decisions.
- Reduced material search time from 2 hours to under 15 minutes, enhancing project efficiency and eco-innovation.

### So-far.online

**Jul 2019 – Nov 2020**

Co-Founder & Product Researcher

- Conducted research with stakeholders in the built industry. Built a database of 1,000+ green materials to aid architects and developers in sustainable construction decisions.
- Reduced material search time from 2 hours to under 15 minutes, enhancing project efficiency and eco-innovation.

### FabCafe Singapore, ArtScience Museum

**Sep 2016 – Jul 2018**

Co-founder, Product and Programmes

- Conducted street intercept research. Applied insights to develop new products and services. Grew revenue streams to increase monthly recurring profit by 30%.
- Developed partnerships and workshops with universities and companies such as Autodesk, Apple, Twitter, Bayer, Temasek.

### Frog Inc.

**Oct 2015 – Feb 2016**

Design Researcher

- Conducted user interviews and co-creation workshops to redesign UBS APAC's wealth advisory app.
- Secured funding for Phase 2 of product development by presenting actionable insights to senior stakeholders.

### Saturday Kids

**Oct 2012 – Sep 2016**

Co-Founder & Chief Creative Officer

- Conducted research and used insights to scale a STEM education platform to serve 2,500+ B2B and B2C clients through eight diverse programmes.
- Developed partnerships with Google, UN Women, and IMDA to expand the organization's impact.

## COMMUNITY AND SPEAKING ENGAGEMENTS

- Singapore Design Week (2023) Behavioural design for social good
- NYU ITP 2023 workshop on human errors and dark patterns
- MIT Public Policy Hackathon 2022 Mentor
- MIT HUMANS Project (2022)
- Mastering Behaviour Change, Lee Kuan Yew School of Public Policy 2021
- JS Conf Asia (2016 - 2020) Designer
- Platform Tech Film Festival (2019) Co-organiser
- CodingGirls (2018) Designer
- Echelon Asia Summit (2016) Installation artist
- TEDx Manila (2016) Speaker
- Girls in Tech (2016) Installation artist