



Ivan Yeo Rong Suan

Singaporean

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Expertise

- Product Design
- Design Systems
- Interaction Design
- Art Direction
- Design Consulting

About

With over 8 years of experience in design, Ivan is driven by a passion for continuous learning and pushing the boundaries of creativity.

He is currently expanding his skill set by diving into Unreal Engine 5, building custom split keyboards, and exploring generative AI with ComfyUI. Ivan also enjoys crafting intricate design systems in his spare time.

Always eager to take on new challenges, he is committed to redefining what's possible in every project he undertakes

Outside design, he is also enhancing his badminton skills under professional coaching.

Experience

Present

Evdy Technology Pte Ltd



Senior Product Designer

Main Areas of Work

- Gather requirements from product owners at both macro and micro levels to design products at scale.
- Manage stakeholders, plan, and allocate resources for end-to-end design requirements.
- Collaborate with various departments to enhance requirement gathering, establish frameworks, streamline workflows that support decision-making, and inform design choices.
- Oversee the design team's progress, providing guidance and mentorship to junior designers.
- Manage and maintain design systems across multiple projects.

Initiatives & Explorations

- Worked closely with front-end developers to integrate seamless updates
- Investigating the use of option tokens and semantic tokens to systematise the design language and themes of products.
- Optimise Design system by merging multiple systems into 1 large system.

Jul 2023

Evdy Technology Pte Ltd



Product Designer

Main areas of work

- Conduct research on competitor apps to use as benchmarks and references for design improvements.
- Map out app flows for each sprint provided by the product manager, occasionally creating user flows and DoGo maps.
- Research and explore interface styles, design trends, and interaction design to stay updated with industry best practices.
- Create new components and update existing ones within the components library.

Experience

Sep 2022

Mellowlife Pte Ltd (Mpillow)



UX Designer

Main areas of work

- Conduct surveys and focus group sessions, identify pain points throughout the user journey and working with the product department for design iteration increase positive feedback by 27% on average for the pas 6 months.
- Work with marketing & SEO department to improve UX on website through heatmap analysis, click through rate, drop off rate, increases appointment booking sessions by 48% at the end of 9 months

Jan 2022

Common Design Pte Ltd



Associate Design Consultant

- Consulted for the website revamp to improve better UX for information hunting and browsing experience for a financial service company
- Created visual design language consistent with the brand for clients
- Explored and identify different ways to improve business and startups with design

Nov 2020

Mellowlife Pte Ltd (Mpillow)



UX Designer

Main areas of work

- Plan and execute the company's key visual identity, branding, Illustration, and Design
- Research and identify user flows based on browsing data, improve UI, UX, and define the design language of the website redesign
- Create marketing collaterals, ads, and key visuals consistent with the design language of the brand
- Used visual design in Mpillow and increased online sales by 16x in the first year

AUG 2019

Leo Burnett



Jr. Art Director

Main areas of work

- Create key visuals for ATL and BTL ad campaigns
- Visualise storyboards for TVC
- Provide art direction for ad campaigns

MAY 2018

Saatchi & Saatchi

SAATCHI & SAATCHI

Jr. Art Director

Main areas of work

- Develop key visuals and ideas for campaigns and pitches
- Create illustrations for campaigns
- Storyboarding for video productions

May 2017

National Service

Education

2014

Diploma in Digital Media Design Animation

Nanyang Polytechnic (Singapore)

2011