

# Jolene Ng Jia Ying 黄嘉颖

Sr. Product Designer

I am a product designer who codes for fun. I work best in a team that values research, experimentation, and continuous iterations.

## Experience

### Grab — Senior Product Designer

Mar 2019 - Present

Reimagining food and courier solutions for people in South East Asia as part of the deliveries design team

- Lead design efforts to improve our courier services for enterprise users - API & web portal.
- First designer on the new business team and helped incept the food self pick-up product.
- Conduct usability testing and contextual inquiries in various countries across SEA.

### GovTech — UX Designer

Jan 2017 - Feb 2019

Collaborate with various stakeholders to design frictionless government services for Singaporeans.

- Streamline buying and selling public housing through a web app, increasing the number of self-help applicants by 10%.
- Part of the early team to incept a school-home communications product in use by all Singaporean public schools - replacing millions of paper forms.

### NUS — Research and Teaching Assistant

May 2016 - Dec 2017

Developed projects ranging from virtual reality headsets to dental simulations. Taught the ID3106 Design Studio Platform Module

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## Certification

### MIT CSAIL

Human-Computer Interaction for UXD  
2017 - 2018

## Education

### National University of Singapore

B.A. Hons. Industrial Design  
2012 - 2016

## Skills

### Design

Product Strategy, User flows,  
Wireframing, Illustrations &  
Animations, Microinteractions

### Research & Testing

Survey and Interview planning,  
Usability testing, Contextual inquiries

### Programming

HTML, CSS, JS, React, Lottie

### Tools

Figma, Sketch, Protopie, Framer X,  
Abstract, Illustrator, After effects

### Language

English, Mandarin