

Jolene Ng Jia Ying 黄嘉颖

Sr. Product Designer

I am a product designer who codes for fun. I work best in teams 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

- Worked on the revamp of our parcel delivery services. Book through rate increased by +3pp on the app and +29pp on the web.
- First designer on new business team. Incepted the self pick-up product which now has 610k+ merchants.
- 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.

- Streamlined buying and selling public housing online, 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 2016

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,
Illustrator, After effects

Language

English, Mandarin Chinese