

# SANDY KHOO

UI/UX | DESIGN | PRODUCT

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## Work Experience

### User Experience Designer | Lazada SEA Group

Jun 2021 - Present | Singapore

- Responsible for designing various features such as Livestream, Loyalty, Deals Nearby and Message and Notifications in the User Growth and Engagement Team with delightful user-focused experiences.
- Worked closely with design, engineering and business stakeholders in SEA and China to drive alignments, test and ship features timely.

### UI/UX Designer | Shopee Singapore

Jan 2021 - May 2021 | Singapore

- Brainstormed and prototyped several regional app concepts in Search and Recommendations and internal B2B tools with strong focus on usability
- Collaborated with design, product and engineering teams to establish timelines and consensus around product journey
- Presented UX designs and solutions to senior design management, evangelizing for user-centric design team culture

### Product Designer | MindFi (Jaedye Labs)

Apr 2020 - Dec 2021 | Singapore

- Led the redesign of the Explore feature and design of the Challenge, Quiz, & Corporate Onboarding features of B2C app on Sketch and Figma as an independent designer
- Collaborated directly with CEO, PM and engineers to deliver bi-weekly app updates & improvements as a Scrum Team
- Initiated user discovery and usability testing with over 20 multinational interviewees and synthesized results that drove later critical design decisions
- Produced marketing collaterals and analytics tracking processes in Adobe Illustrator and Mailchimp to present information with performance data on Google Analytics and Firebase Analytics

### UI/UX Designer | Vembali AB

Jan 2020 - Mar 2020 | Sweden

- Led the dashboard design from ground up for to drive better partnership between stores and Vembla
- Initiated the audit of content and usability of the existing consumer and shopper app according to usability heuristics
- Collaborated directly with Chief Technology Officer and engineering unit to implement UX improvements

## Education

### B.Eng (Hons) | National University of Singapore

Aug 2017 - May 2021

- Bachelor of Engineering (Hons) Materials Science and Engineering
- Second Major in Innovation and Design
- NUS Overseas Colleges (Stockholm, Jan - Dec 20)
- NUS Overseas Colleges (Indonesia, May - Aug 19)

### Student Exchange | KTH Royal Institute of Technology

Jan 2020 - Dec 2020

- Entrepreneurship Studies in New Venture Creation, Market Validation, Start-up Case Study and Analysis, Management of Technological Innovation

## Skills

### Hard Skills

Languages

Native Proficiency in English and Mandarin Chinese

Research

User Personas, User Discovery Interviews, Competitor Analysis, Journey Maps, User Acceptance Testing

Prototyping

From paper wire to high-fidelity interactive testable prototypes

Management

Design Thinking, Scrum Methodology, Agile Product Management, Student Leadership

### Tool Stack

Design

Figma, Sketch, XD, Invision, Framer, Adobe Creative Suite, Apple IWorks Suite

Marketing

Mailchimp, Google Analytics, Firebase Analytics

Management

Trello, Confluence, Jira, Slack, Microsoft Teams