

SANDY KHOO

UI/UX | DESIGN | PRODUCT

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Work Experience

- UI/UX Designer | Shopee Singapore

Jan 2021 - May 2021 | Singapore

 - Worked independently with designers, product managers and engineers to ideate and conceptualize solutions for Shopee's "Search and Recommendation" function, other Shopee's B2C app features and internal B2B portals.
- Product Designer | MindFi (Jaedye Labs)

Apr 2020 - Dec 2020 | Singapore

 - Led the redesign of the Explore feature and led the design of the Challenge, Quiz, & Corporate Onboarding features of the consumer app on Sketch and Figma
 - Collaborated closely with product manager, engineers to deliver app updates & improvements as a Scrum Team
 - Planned and conducted user discovery and usability testing with over 20 multi-national interviewees
 - Synthesized usability test results, which further drove future design decisions in the product
 - Produced marketing collaterals and analytics tracking processes in Adobe Illustrator and Mailchimp to present information with performance data on Google Analytics and Firebase Analytics
 - Managed Accounts and liaised directly with 2 local healthcare institutions and 1 regional consumer tech company to ensure a high level of customer satisfaction

- UI/UX Designer | Vembla (Vembali AB)

Jan 2020 - Mar 2020 | Sweden

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

- Materials Project Manager | Genesis Indojoya

May 2019 - Aug 2019 | Indonesia

 - Analysed existing and innovative construction methods for low-cost mass housing in Indonesia, West Java region to aid in the roadmap of company's move into mass housing
 - Analysed and assesed the suitability of prefabrication housing construction technology for low-cost mass housing in Indonesia, Jabodetabek region
 - Designed and modelled a floorplan for proposed mass-housing unit in Google Sketchup
 - Led the competitor analysis on Singaporean developers in Indonesia, Jabodetabek region to assist Chief Executive Officer in assessing the adoption of developers

Education

- National University Of Singapore | B. Eng (Hons)

Aug 2017 - May 2021

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

- KTH Royal Institute Of Technology | Student Exchange

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 prototypes to high-fidelity interactive testable prototypes

- Management

Design Thinking, Scrum Methodology, Agile Product Management

Tool Stack

- Design

Figma, Sketch, Invision, Frammer, Adobe Creative Suite, Apple IWorks Suite
- Marketing

Mailchimp, Google Analytics, Firebase Analytics
- Management

Trello, Confluence, Jira, Slack, Microsoft Teams