

SANDY KHOO

UI/UX | DESIGN | PRODUCT

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Work Experience

User Experience Designer | Lazada SEA Group

Jun 2021 - Present | Singapore

- Resolve UX obstacles through testing and iteration, prioritizing user experience in User Growth, O2O and Engagement Domains
- Monitor emerging UX design trends and practices for useful techniques and incorporate timely user research, testing and feedback into the workflow
- Collaborate with product, engineering and business stakeholders to translate project and business objectives into polished user interfaces on Sketch

UI/UX Designer | Shopee Singapore

Jan 2021 - May 2021 | Singapore

- Collaborated with design, product and engineering teams to ideate user-focused solutions for Shopee's Search and Recommendation function, other B2C app features and internal B2B portals on Figma
- Applied and advocated for qualitative and quantitative analysis techniques to improve current end-user experiences
- 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 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
- Initiated user discovery and usability testing with over 20 multi-national interviewees and synthesized results that drove 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
- 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 | Vembali AB

Jan 2020 - Mar 2020 | Sweden

- Led the dashboard design from the 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 for the developers
- Collaborated closely 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 Programme
- 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 prototypes 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

Leadership

Student Leader | **NUS**

- Financial Controller (NUS Student Union, Oct 20 – May 21)
- Financial Secretary (NUS Students’ Engineering Club, Sept 18 – 19)
- Vice President Internal (NUS MSE Club, Sept 17 – 18)