

# Chung Wenjin

## Product / UX Designer

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### RELEVANT EXPERIENCE

#### Product Designer

Flipstream Aug 2023 - Present

- Lead the end-to-end design of Pulse, a data analytics and reporting platform tailored for marketing agencies.
- Design core features including custom dashboards, data explorer, widget studio, reporting snapshot, and SERP scraper.
- Built Flipstream's comprehensive design system and redesigned their marketing site as part of their rebrand.

#### UX Designer

Zenium Nov 2023 - Present

- Partnered with Product Owners to improve 8 B2C and B2B products used by patients, internal teams, and partner clinics.
- Designed FPS, a digital self-checkout platform supporting patients from consultation to treatment. ~75% of treatment plans are now approved on FPS.
- Redesigned the mobile app to improve treatment visibility, tracking, and patient engagement.

#### Associate Managing Consultant

Mastercard Advisors Nov 2020 - Apr 2022

- Delivered insights and recommendations through research and analysis to help clients achieve project goals.
- Managed projects, including stakeholder management, progress monitoring, delivery, and risk management.
- Supported launch of Mastercard Trends platform in APAC via validating data, identifying product improvement opportunities, and managing external project vendor.

#### Consultant

Monitor Deloitte SEA Jun 2016 - Oct 2020

- Solved client business issues, focusing on growth strategy, market entry, go-to-market, and digital roadmap.
- Conducted market research, stakeholder workshops, financial modelling, data analysis, and business assessment.
- Designed and deployed CAPEX Prioritization dashboard for a Vietnam telecom operator to analyze ~\$10M worth of annual investments and identified 30% potential savings.

### SKILLS

Systems Design  
UX Strategy  
UX Research  
Visual Design  
Interaction Design  
Wireframing & Prototyping  
AI-Assisted Design-to-Code  
Basic HTML/CSS

### TOOLS

Figma  
Webflow  
Miro  
Optimal Workshop  
Maze  
Notion  
Jira  
Clickup  
Github  
Microsoft Office (Excel, PowerPoint, Word)

### LANGUAGES

English (native)  
Mandarin (bilingual)  
Malay (competent)  
Cantonese (competent)

### EDUCATION

**UX Academy Certified**  
DesignLab  
Nov 2022 - Jun 2023

**B.A. in Economics**  
University of Maryland, CP  
Aug 2012 - May 2015