



JOEY CHAN

UI/UX, INTERACTION DESIGNER



EDUCATION

GOOGLE UX DESIGN

Coursera Professional Certificate
(2023)

NANYANG TECHNOLOGICAL UNIVERSITY (NTU) SCHOOL OF ART, DESIGN & MEDIA

Ba (Hons) in Design Art (Interactive Design)
(2017-2021)

ANDERSON JUNIOR COLLEGE

(2014-2015)



EXPERIENCE

DBS BANK

UX Designer & Researcher (2021 - PRESENT)
GROUP STRATEGY, TRANSFORMATION, ANALYTICS
& RESEARCH - EXPERIENCE STRATEGY

- ☑ Piloted and rapidly adapted the framework for CX research and discovery in entire DBS regional markets within 2 years of launch
- ☑ Set up playbooks that translated knowledge into action for markets
- ☑ Led workshops to train CX Leads on Continuous Discovery skills by prioritising Voice of Customers
- ☑ Designed low-fidelity prototypes for bank-wide Experimentation and Customer Impact Dashboards
- ☑ Achieved effective cross-functional impact through A/B Testing with prototypes for internal bank use
- ☑ Managed centralised research operations for the CX research team in Consumer Banking and Institutional Banking
- ☑ Collaborated on content creation for behavioural science EDMs and DBS' brand of Asian service

TUSITALA BOOKS

Design Media Intern (2020-SUMMER INTERN)
POTATO PRODUCTIONS

- ☑ Designed the UI/UX, concept and front-end web development for interactive storytelling websites for a National Arts Council X Esplanade cultural initiative for National Day
- ☑ Facilitated the A/B Testing sessions for <Sorta Scary Singapore Stories> Virtual Reality page



DESIGN PROFICIENCY

CREATIVE DESIGN

Adobe (Illustrator, Photoshop, Premiere Pro, AfterEffects, Dreamweaver, XD), ProCreate

PROTOTYPING & WIREFRAMING

Figma, XD

PROGRAMMING

Front-end Web Dev. (HTML, CSS, Js), Arduino

GAME DESIGN

Oculus Virtual Reality, Unreal Engine, Unity

WEB DESIGN

Wix, Squarespace, Shopify



USER RESEARCH SKILLS

Wireframing & Prototyping
Interaction Design
Design Thinking
A/B Testing
Usability Testing
1-to-1 Customer Interviews
Project Management
Research Operations
User Research Training



UNIVERSITY MILESTONES

CENTERSTAGE

Chairperson, Programmer (2017-2019)
NTU CULTURAL ACTIVITIES CLUB

27th EXECUTIVE COMMITTEE

Special Project Director (2018-2019)
NTU CULTURAL ACTIVITIES CLUB

POST ORIENTATION PARTY

Chief Publicity & Publications (2018-2019)
NTU CULTURAL ACTIVITIES CLUB

NTU ADM GRADUATION SHOW @ GILLMAN BARRACKS

Chief Business Manager (2020-2021)
NTU SCHOOL OF ART, DESIGN & MEDIA



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