

JOEY CHAN

UX RESEARCHER & DESIGNER

EDUCATION

Nanyang Technological University (NTU) (2017-2021)

School of Art, Design & Media
Ba (Hons) in Design Art (Interactive Design)

Anderson Junior College (2014-2015)

CERTIFICATE

Google UX Design (2023)

Coursera Professional Certificate

SKILLS & PROFICIENCY

USER RESEARCH

Interaction Design
Wireframing & Prototyping
A/B Testing Usability Testing
1-1 Customer Interviews
User Research Training
Research Operations
Design Thinking
Qualtrics Surveys & Dashboard

DESIGN

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

DEVELOPMENT (WEB/GAME)

Front-end Web Dev. (HTML, CSS, Js)
CMS Platforms (Wix, Squarespace, Shopify)
Oculus Virtual Reality
Unreal Engine Unity

TERTIARY MILESTONES

NTU Cultural Activities Club (2017-2019)

Centerstage
Chairperson, Programmer

NTU Cultural Activities Club (2018-2019)

27th Executive Committee
Special Project Director

NTU Cultural Activities Club (2018-2019)

Post Orientation Party (POP)
Chief Publicity & Publications

NTU School of Art, Design & Media (ADM) (2020-2021)

ADM Graduation Show @ Gillman Barracks
Chief Business Manager

EXPERIENCE

DBS Bank (2021 - Present)

Group Strategy, Transformation, Analytics & Research:
Customer Experience Strategy (CEBT)
UX Researcher

- Piloted and rapidly adapted the framework for customer experience research and discovery in entire DBS regional markets within 2 years, winning the Best Customer Experience award in the 2024 Loyalty & Engagement Awards, surpassing 9 other organisations including Standard Chartered Bank and OCBC Bank.

- Enabled bank-wide self-sufficiency by creating and managing training for fundamental and advanced Customer Experience skillsets (including the production of Playbooks and libraries) across DBS's 6 largest regional markets, clocking 150+ training hours and upskilling ~45 business teams (550+ staff). To date, more than 1100 customer immersions have been conducted for ~130 research objectives, impacting hundreds of business strategies.

- Co-created and designed alternatives to speak with less accessible customers, such as launching DBS-customer discovery events with networking and interviews for Corporate Banking customers. An outreach of ~40 different organisations from SME and Midcap clientele has been achieved from the pilot alone, with subsequent efforts increasing research accessibility for business teams from 20% to 70% in the Corporate Banking sector.

- Project management for centralised research operations for Customer Experience research teams, including the management of an internal customer panel via Qualtrics. This has enabled product teams to not only have greater access to customers, but also a 95% cost reduction on average for research interviews conducted in 2024.

- Enabled bank-wide ability to identify early indicators of Negative Customer Impact by collaborating on the creation of a regional dashboard through prototyping and data management for greater transparency and clearer reporting on DBS product channels.

- Spearheaded A/B Testing and Prototyping to ease bank-wide process and outcomes tracking for AI/ML models and Experiments, resulting in the launch of DBS's first AI protocol and knowledge repository.

Potato Productions (2020)

Tusitala Books
Design Media Summer Intern

- 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.



SINGAPORE



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