

## JOEY CHAN

A **UI & UX Designer** with 4 years of experience championing for customer-centricism. Expertise in **conducting user research interviews** and **applying design thinking** to customer journeys to uncover user needs and pain points. Proven ability to **collaborate with cross-functional teams** to translate complex data into actionable insights that drive business decisions and create impact. I am currently a **Freelance Designer** building brand identities for the local scene.

## PROFICIENCY

### User Experience Design

- User Interface Design
  - Prototyping
  - Usability Testing
- User Experience Research
  - User Interviews
  - Survey Design
- Design Thinking
- Project Management
- Vendor Management

### Digital Media & Design


- Visual Design & Prototype  
(*Photoshop, Illustrator, ProCreate, Figma*)
- Video-editing  
(*Premiere Pro*)
- Web & Interface Design  
(*HTML, CSS*)
- Dashboard Management  
(*Qualtrics*)

## EDUCATION

**Nanyang Technological University (NTU)**  
(Jul 2017 - Jun 2021)  
BA (Hons) in Design Art  
(Interactive Design)

## CERTIFICATE

**Google UX Design**  
(Apr 2023)  
Professional Certificate

 +65 91156052

 JOEYCKE.COM

## WORK EXPERIENCE

### DBS Bank (Jul 2021 – Dec 2024)

*Group Strategy, Transformation, Analytics & Research: Customer Experience Strategy*  
User Experience Specialist

- **Developed and managed the customer experience discovery framework across DBS** in just 2 years through training and consultancy, addressing the critical need to enhance direct feedback loops with customers through customer research. Partnered with 45 business teams in DBS's 6 key markets; Singapore, Hong Kong, China, Taiwan, India and Indonesia, winning the Best Customer Experience award (2024 Loyalty & Engagement Awards).
- **Collaborated closely with customer experience teams in the region** to ensure alignment and seamless implementation of business initiatives through **UI/UX design, consultancy and testing**. Within 3 years, this effort facilitated over 1100 customer conversations for 130 research projects, significantly shaping hundreds of business strategies and reducing research toil by 30%.
- **Coordinated centralized research operations with external agencies and designed innovative engagement strategies** to reach less accessible customers. Succeeded in increasing research accessibility for business teams from 20% to 70% through customer discovery events and building an internal customer panel on Qualtrics.
- **Partnered in the creation, UI Design and A/B testing of regional dashboards and inventories** that improved data transparency and reporting on DBS product channels, enabling proactive identification of negative customer impact and more effective decision-making across markets.

### Potato Productions (May 2020 - Jul 2020)

*Tusitala Books*  
Design Media Intern

- Conducted design and execution of UI/UX, concept development, and front-end web development for interactive storytelling websites as part of a National Arts Council X Esplanade cultural initiative, celebrating Singapore's National Day and promoting local cultural heritage.

### NTU Cultural Activities Club

- Oversaw university-wide student competitions, initiatives, and events as the lead programmer, driving effective engagement with the student body. Conceptualized and produced social media and print collateral, optimizing visibility and ensuring effective communication.

### NTU School of Art, Design & Media (ADM)

- Fostered strategic partnerships with external vendors, managing the coordination of sponsorship materials to ensure smooth collaboration and optimized brand visibility for the faculty's Graduation Show.

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