

# Eeza Sheren

Singaporean Product Designer who enjoys turning complexity into clarity. I work on digital products where workflows, systems, and people intersect — often within enterprise, B2B, and fintech environments. I collaborate closely with product and engineering teams to design experiences that balance usability, business goals, and technical realities.

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## Work Experience

Over 9 Years in UX and design experience

### UI / UX Designer

November 2023 - Present | UOB Bank (Singapore)

Led end-to-end product design for UOB Infinity — a digital banking platform spanning Corporate Cash Management, Financial Supply Chain Management, and Trade across 10 markets. Designed within a compliance-driven banking environment where decisions required balancing usability against regulatory constraints, security standards, and enterprise risk requirements. **Impact: Collaborated closely with product owners, business analysts, product managers, engineers, and senior stakeholders to drive the full design life cycle from research through prototyping, QA, and post-ship validation, delivering 30+ live UX improvements across transaction modules. Spearheaded key product initiatives including VASA (sub-account creation), UOB Pay (internal payment flows), and OFM (fraud and risk dashboards). Created and managed 12 comprehensive customer and client-facing product guides (30–40 pages each) to support enterprise onboarding and adoption. Sustained consistency at scale through shared design systems and a cross-team repository.**

### UX Product Designer / Art Director

February 2023 - September 2023 | CuriousCore

Led end-to-end UX design, translating research into scalable solutions and collaborating with stakeholders and developers to deliver business-aligned outcomes. **Impact: Drove a 70% increase in conversion and contributed to 40% growth in social media engagement by improving B2B user journeys and digital experiences.**

### UX Designer

October 2021 - January 2023 | CuriousCore

**Contributed to end-to-end UX design on multiple freelance projects, partnering with industry professionals to solve real business problems.** Conducted user research, business analysis, interviews, and rapid prototyping while working with multiple stakeholders.

**AirAsia:** Improved mobile check-in experience through research and flow optimisation, resulting in higher task completion and an SUS score of 8.4. Redesigned the boarding pass to improve clarity and usability.

**The Nutrition Clinic (Deep Sleep):** Validated product-market fit and improved trust through research and website design. 100% of users indicated purchase intent, with 83% expressing trust in the product.

**Her Velvet Vase:** Identified key friction points in the e-commerce journey and improved checkout experience. Resulted in a 70% increase in cart completion and higher user engagement. Delivered live projects for clients including AirAsia, The Nutrition Clinic, and Her Velvet Vase.

### Digital Graphic Designer (Data and UX)

July 2020 - February 2023 | Synthesis Singapore

**Drove 40% growth in social media following by delivering clear, insight-driven data visualisations and digital content for clients including Estée Lauder, Netflix, Nike, the Singapore Government, and the BBC.** Led visual direction as the sole in-house designer, creating data visualisations, websites, and microsites that elevated overall design quality and communication clarity.

### Digital Graphic Designer

February 2020 - July 2020 | Prudential

Created animated data visualisations that brought complex recruitment data to life, combining motion, storytelling, and visual design to deliver clear, engaging, and impactful communication for internal stakeholders.

### Graphic Designer + Project Manager (Marketing + UX)

October 2018 - January 2020 | Quirk

Delivered design and project management support across web, digital, and marketing initiatives for clients including Merck, AIA, Temasek Holdings, and the Singapore Government sector. Managed end-to-end project coordination while producing design work across websites, campaigns, and digital platforms, ensuring alignment with client objectives and timelines. **Brands:** Merck, ISCA, Best Petrol, Moyem Medical, Royal Plaza, HEB Firewalking (website), AIA (Vitality App), Temasek Holdings etc., St Luke Elder Care, Filmgarde (Website), Guardian, Joyden (GDN & website), International French School (website)

## Junior Graphic Designer (UI and Branding)

January 2018 - August 2018 | Equus

Delivered multidisciplinary design across branding and UI/UX for clients including DBS, Sembcorp, and Singapore International Foundation. Worked across digital and physical touchpoints, including brand systems, packaging, and spatial elements, building a strong foundation in holistic design thinking.

## Internship - Graphic designer

September 2017 - December 2017 | Barrows Singapore

Supported gondola and in-store display design for UK and Asia-based retail clients, producing print materials and point-of-sale visuals across FMCG brands including Oral-B, Cadbury, Neutrogena, and Dutch Lady.

## Education

**Glasgow School of Arts , Singapore Institute of Technology (SIT) - Sept 15' - Jun 17' | Sg, Scotland**

**BA with Honours in Communications Design**

**Lasalle College of the Arts - Aug 11' - May 14' | Singapore**

**Diploma in Design Communications**

**Christ Church Secondary school - January 2006 - December 2010 | Singapore**

**O-Levels - Art and Maths stream - 11point (L1R4)**

## Skills

### UX & Strategy

UX Strategy, Systems Thinking, Enterprise UX, Corporate Banking Workflows, B2B Platforms, Design Governance, Design Systems

### Research & Validation

User Research, Usability Testing, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping

### AI & Emerging Design

AI-Assisted Design, AI UX Patterns, Human-AI Interaction, AI Prompt Design, AI Workflow Integration, Designing for AI-driven Products

### Collaboration & Delivery

Stakeholder Alignment, Cross-Functional Collaboration, Agile Delivery, Design-to-Development Handoff, rapid prototyping with Ai.

### Tools

Figma, Adobe Creative Suite, Claude, AI-assisted Design Tools

## Certification

### UX Design Career Accelerator

(4 Months) — CuriousCore, 2022

### Design with AI Course

— ADPlist, 2023

### ADPList Product Management with Ai

— ADPlist, 2023

## Awards

### TTBAwards2024—Tech Talent of the Year: 2024

2024

### Olay—1st Prize: Olay's Best Beautiful AdCampaign

2018

References available upon request