

Eeza Sheren

Singapore-based 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.

 eezasheren.com 

 eezasheren@gmail.com

 +65 9128 1046

 [Rakeeza Sheren](#) 

Work Experience

Over 9 Years in UX and design experience

UI / UX Designer

November 2023 - Present | UOB Bank (Singapore)

At UOB, designed for UOB Infinity, a digital banking platform for Corporate Cash Management, Financial Supply Chain Management and Trade needs across 10 markets. **Impact: Improved usability across complex corporate banking workflows and strengthened design consistency across transaction modules. Delivered 28+ live UX improvements and supported multi-market product enhancements.** Maintained design systems and internal resources, including a shared repository and user guides. Contributed to key initiatives such as sub-account creation (VASA), internal payment flows (UOB Pay), and fraud and risk dashboards (OFM), supporting both business and security outcomes.

UX Product Designer / Art Director

February 2023 - September 2023 | CuriousCore

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

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 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.

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.

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

TTABAwards2024—Tech Talent of the Year: 2024

2024

Olay—1st Prize: Olay's Best Beautiful AdCampaign: 2018

2018

References available upon request