

# Rakeeza 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.

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 [Rakeeza Sheren](#) 

## 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

## Work Experience

5 Years Experience in UX

5 Years Experience in Design

### 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. Partnered closely with product, engineering, and business teams to improve usability and drive measurable increases in client engagement and profitability. Impact created: Improved usability across key corporate banking workflows supporting multi-market operations, strengthened design consistency across complex transaction modules

### UX Product Designer / Art Director

February 2023 - September 2023 | CuriousCore

Led end-to-end product design for CuriousCore's digital platform, translating research insights and stakeholder requirements into scalable UX solutions. Worked closely with stakeholders and developers to deliver on timelines while ensuring design quality and alignment with business goals. Improved B2B page usability, contributing to stronger B2B sales performance.

### 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. 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

Specialised in data visualisation, designing insight-driven visuals for clients including Estée Lauder, Netflix, Nike, the Singapore Government, and the BBC. As the sole in-house designer, led visual direction across external and internal outputs, delivering clear, compelling visuals that contributed to a 40% growth in social media followers and elevated the company's design standards. Designed the website as well as creating micro sites for projects.

### Graphic Designer

February 2020 - July 2020 | Prudential

Creating animated data visualisations for recruitment package project (Internal)

## Work Experience Cont.

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

October 2018 - January 2020 | Quirk

In a dual role encompassing graphic design and project management, I gained valuable insights into both agency ends, including web, digital, and social media marketing. 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

Interdisciplinary designing for brand and UI/UX design, with mastery in each discipline. Explored packaging and uniform design, fostering a holistic understanding of design practices. Diverse portfolios: Airstation, Graphite Studio, Manta Air, The Legian Bali, Google Office Philippines, Sembcorps, DBS, Singapore International Foundation

### Design Team lead

August 2015 - June 2018 | Soutilaahi

Headed a team of like minded designers to produce event collaterals for a non profit organisation

## Education

**Glasgow School of Arts** - 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)

## Certification

**UX Design Career Accelerator**

(4 Months) — CuriousCore, 2022

**Design with AI Course**

— ADPlist, 2023

**ADPlist Product Management with Ai**

— ADPlist, 2023

## Awards

**TTAB Awards 2024—Tech Talent of the Year: 2024**

2024

**Olay—1st Prize: Olay's Best Beautiful Ad Campaign: 2018**

2018