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Product Designer with 5 years of experience turning complex SaaS, MaaS and internal-platform requirements into clear, scalable user experiences. My playground: the dense B2B SaaS tools, combining user research, interaction design, design systems and rapid prototyping with a strong visual-design foundation

Product designer at the Treep, Paris (hybrid)

Sep 2025 - Aug 2026

- Ownership of the product design of several MaaS projects, from discovery through evolution, partnering with product teams, business teams, clients and end users (operators who help people find mobility or travel solutions in France)
- Translate complex business and user requirements into clear, scalable MaaS workflows for assistance operators
- Design multi-transport booking flows and passenger-management functions
- Designed and built the responsive company website in Webflow

Product designer at Systerz.fr, Paris (remote, mission based)

Jan - Jul 2025

- Design booking journeys and design system for the **Service Trajet Santé Ameli** portal for the public, harmonised multiple design systems to improve cross-product consistency (my client was the Treep, I joined them after this mission ended)

Product designer at Groupe Astek, Singapore (hybrid)

Sep 2023 - 2024

- User research, usability testing, interface design for **Scoot Airways' career portal** from concept to launch, including creation and maintenance of its design system
- Designed operational tools for currency management and group-flight booking, translating complex workflows into usable interfaces

Career break and very heavy travelling

Feb - Aug 2023

UX/UI designer at Tribal Worldwide, Singapore (remote)

Sep 2021 - Dec 2022

- Designed an end-to-end volunteer-programme platform for a Singapore government agency, translating user research and synthesised insights into browsing and registration journeys

Freelance product designer (remote)

Jan - Aug 2021

- User interface design for a rebar locator device and its iOS app, user search and usability testing - **Profometer PM8000**
- Design of web portals for Singapore government agencies (IMDA, JTC)

Bachelor's degree studies in communication design and UX design certification at General Assembly

Jun 2019 - Jan 2021

Visual designer at advertising agencies in Singapore : TBWA, BBH

May 2015 - 2019

- TBWA - redesign and prototyping Singapore Airlines' in-flight menus, branding and identity projects, creating illustrations
- BBH - branding and identity projects, created packaging and visual identities for Netflix PR campaigns

Education

- Master UX/UI (Bac +5) - EEMI
- Bachelor's in Design Communication, Distinction - RMIT (Bac +3)
- Diploma in Design Communication - Lasalle College of the Arts (Bac +2)

Skills

Accessibility

Interaction design

Design systems

User flows

Responsive Web Design

Rapid prototyping

Mobile application design

Empathy maps

Usability tests

Insights synthesis

Running workshops

Stakeholder management

Information architecture

Figma

Framer

Webflow

Jira

Adobe design tools

ChatGPT / Codex

Google Stitch

Claude