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Summary

Currently a UX consultant, I help startups and larger organisations solve complex business challenges using tools such as design thinking, user research and UX strategy. This is leveraging my experience driving user-centered design vision and strategy across international markets.

In my previous position at tech unicorn CAR SOME, I built and led a team of 28+ product designers, UX writers, and researchers. Pushed by CAR SOME's rapid growth, I quickly became an expert building rock-solid UX departments from the ground up and using DesignOps to optimize team efficiency. My team's impact on the overall customer experience and internal operations became a strong competitive advantage, contributing to CAR SOME leading by market share in every market they are present in.

I am a mentor and teacher, previously at Nanyang Technological University (NTU) for SkillsUnion and at CareerFoundry.

I thrive on connecting with various people, fostering innovation, and advocating for integrity and simplicity in design.

Beyond my work, I am deeply involved in communities related to UX, female-founded startups and mental health. I regularly speak at events that resonate with what I believe in.

Experience

Founder & UX Consultant

Clario Consulting

Jun 2020 - Present (3 years 10 months)

Founded Clario to offer bespoke solutions to a diverse range of clients.

- Strategic UX Consulting: Guiding startups and established companies in designing impactful solutions that align with business goals eg. conversion, productivity (internal tools) or innovation.
- DesignOps Implementation: Streamlining design processes to enhance team efficiency and product development timelines at scale.
- UX Leadership Coaching: Mentoring UX teams and leaders to cultivate a culture of innovation and user-centricity.

My goal is to build lasting partnerships with startups and large organizations alike, where design acts as a catalyst for growth and transformation.

Some disclosed collaborations include educating Malaysians about credit health with fintech startup Jirnexu (RinggitPlus) and supporting a team of ML researchers at Cambridge University on building an AI solution.

Group Head of User Experience

CARSOME

Aug 2021 - Dec 2023 (2 years 5 months)

CARSOME is a tech unicorn that revolutionized the car buying and selling experience across Malaysia, Singapore, Indonesia, and Thailand. My Key contributions as Head of UX include:

- Led the expansion of a 3-member team into a robust unit of 28 product designers, UX researchers and UX writers.
- Developed and executed a comprehensive UX strategy aligned with company goals on team OKRs, resulting in significant improvements in adoption (12M+ monthly users), trade margin contribution and productivity for 5K+ internal operation workers.
- Advocated for a data-driven, user-centered organization focused on delivering remarkable customer experience as a competitive advantage. Biggest effort and win was probably in getting all teams onboard to fully adopt a user-centered and agile development process for all 8 products.
- Coached, mentored and worked on the team's career development, ensuring continuous growth and retaining 27 out of 28 team members over my 3-year tenure.

Tutor

CareerFoundry

Aug 2021 - Aug 2022 (1 year 1 month)

Reviewed work submitted by 25+ students enrolled in the 10-month UX Design program at CareerFoundry, a leading online school for career change

Adjunct Instructor

Skills Union

Mar 2021 - Oct 2021 (8 months)

Taught User Experience as part of the Nanyang Technological University (NTU) SGUnited Skills Programme, delivering interactive lessons, reviewing assignments, and mentoring 90+ NTU students.

UI/UX Lead

Aleph-Labs

Sep 2019 - Jun 2020 (10 months)

- Led the design team in the successful development and adoption of a "postpaid plan as e-wallet" type of feature for MyDigi, the app for Malaysia's largest telco company.
- In Singapore, I worked in-house on UOB (United Overseas Bank)'s Mighty App on adapting it to the Malaysian market.

aleph UI/UX Designer

Aleph-Labs

Jul 2018 - Oct 2019 (1 year 4 months)

Had the role of an in-house designer directly at the client's HQs, typically for several months at a time:

- At ING in Manila, I conducted user research and designed user flows, contributing to the launch of the country's first digital bank.
- At Permata Bank in Jakarta, I worked on their digital transformation into PermataNet and PermataX (internet banking)
- At CPAM in Kuala Lumpur, I built a design system for an investment platform.

dex Web Designer

DEX Ventures

Jan 2018 - Aug 2018 (8 months)

Designed interactive websites for both corporate clients (Carlsberg, Angkor, edotco) and startups, translating client requirements into user-friendly interfaces that drive engagement and conversion.

iPROSPECT Digital Designer

iProspect Malaysia

Dec 2016 - Mar 2017 (4 months)

Projects include an interactive microsite for Abbott Ensure and contribution to the strategy and art direction for Nomura Bank's online presence in Malaysia.

Emakina Digital Designer

Emakina

Sep 2016 - Nov 2016 (3 months)

Projects include designing a social app for Four Points by Sheraton and a proposal for the Belgian Football Federation's website revamp.

Walking Men Web Designer

Walking Men

Aug 2015 - Sep 2015 (2 months)

Designed veerlewindels.com from start to launch and provided a visual identity for icon-shop.be. Engaged closely with the clients throughout the project lifecycle to ensure alignment with their vision and objectives.

air Assistant to Creative Directors

air brussels - partner of McCann

Mar 2015 - Mar 2015 (1 month)

Assisted lecturers and Cannes lions-winning creatives Gregory Ginterdaele and Marie-Laure Cliquennois. Participated in brainstorming sessions and designed visuals for clients.

Digital Designer

WWF

Mar 2014 - Mar 2014 (1 month)

Worked for the Communication & Education Department. Designed pages and games published in PandaJunior, WWF's monthly magazine for kids.

Education



CAD - College of Art and Design

Bachelor's degree, Graphic Design, Digital Creation & Advertising

2013 - 2017

Web Design, Graphic Design & Advertising

sfPME - EFP

Certificate, Business Management

2017 - 2017

Certificate in Business Management, issued from a three month course at EFP Brussels. This includes accounting, law, marketing and taxation classes.



Shanghai University

Student Exchange Program, Design

Apr 2016 - Apr 2016

A design workshop taking place in Shanghai as part of a student exchange program. Shanghai University Students and CAD students worked together to design an identity for the Olympics of Shanghai.



London College of Communication, University of the Arts London

Student Exchange Program, Design

Nov 2015 - Nov 2015

A design workshop taking place in London as part of a student exchange program. LCC Students and CAD students worked together to design an advertising campaign.



SAE Institute

Certificate (part 1) , Music Theory and Composition

2017 - 2018

4 months of classes of Music Production and Music Theory in Brussels taught by professionals.
Subjects : Ableton Live and Logic, music composition, studio recording, mixing,...

Licenses & Certifications



Mental Health First Aid - Malaysian Mental Health Association (MMHA)

Skills

Managing Up • UX Research • User Experience Design (UED) • Business Strategy • User Experience (UX) • DesignOps • Design Leadership • User Experience • User Research • Interaction Design