

Rebecca Chew

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Analytical and user-focused with proven expertise in gathering and synthesising qualitative and quantitative user feedback. Designs effective, equitable, evidence-based solutions that deliver results.



Professional Experiences

Freelance UX/UI Designer

Self-employed | May 2023 – Present | 2 years

- **End-to-end UX Design:** Led end-to-end UX design for clients including GIC and JP Morgan, leveraging AI, project management, user research, and communication skills to craft dashboards and (mobile and web) apps.

UX Designer

Indeed | Sep 2022 – Mar 2023 | 7 months

- **User Flows:** Designed multiple user flows, including one that increased job application rates by 0.41% (66.000 monthly) by utilising the SERP, overcoming technical constraints and creating a unique solution in the industry.
- **Qualitative Analysis:** Crafted a user-centered flow for job seekers who did not have a resume by synthesising users feedback, increasing the creation of an Indeed resume by 0.83% (113.000 monthly) .
- **Vision & Collaboration:** Worked closely with UX managers, designers, engineers and researchers to define the 3-year vision for our team, presenting our findings at a company offsite to global leadership in Tokyo.

Product Designer (UX/UI)

JobKred | Jul 2021 – Jun 2022 | 1 year

- **Product Thinking:** Worked on crafting the features of a B2B SaaS HR platform via extensive competitor research, stakeholder collaboration and vision work, landing contracts with universities and multinational companies alike.
- **Interaction Design & Testing:** Designed a user-centric platform that catered to 80% of target use cases through user interviews, journey-mapping, brainstorming workshops, low-fi and high-fi prototypes, and user testing.
- **Workshop Facilitation:** Improved the flow of a large new feature by identifying critical user journeys in cross-functional workshops, prototyping, and testing, increasing sales leads by 5% as reported by our sales team.
- **Handover:** Advocated for users in the final product via stakeholder management and guiding app development.

UX/UI Designer

Jala | Apr 2020 – Jun 2021 | 1 year 3 months

- **Team Leader:** Built a user-centric marketplace by managing and training 2 designers, conducting workshops and solving problems collaboratively, finally attracting companies like Kontinentalist on board.
- **UX Research & Synthesis:** Created engaging reports in Miro for leaders to understand user pain points, making a story out of data from 42 interviews and usability tests, heatmaps, competitor analyses and Google Analytics.
- **Interaction Design & Testing:** Designed and validated 4 critical user journeys by conducting over 20 usability tests, iterating on hundreds of playable prototypes in Figma, leading to a 0% critical error rate in final user tests.
- **Design System:** Revamped the design system in 3 months using Atomic Design principles.

UX/UI Design Intern

AppeDine | Nov 2019 – Jan 2020 | 3 months

- **B2B App Design:** Created a B2B mobile app using user research, personas, storyboards and user testing.

Education

Bachelor's Degree (Honours) in Psychology

National University of Singapore (NUS) | Aug 2015 – Jan 2020 | Distinction (4.12/5)

1 of 7 selected for exchange in University of Illinois Urbana-Champaign (GPA 3.64/4, High Distinction)

AI For Everyone

DeepLearning.AI | Feb 2022

Responsive HTML5 & CSS3 Certification

FreeCodeCamp | Feb 2021

Human-Computer Interaction Course

Georgia Institute of Technology | Aug 2019

Visual Design Course

California Institute of The Arts | Sep 2019

Languages

English: Native | Chinese: B2 | French: A2

Personal Initiatives

UX Blogging & Public Speaking

Own design and technology blog. Speaking engagements:

- Building and Selling Scalable B2B SaaS Products, Singapore Product Design, [Recording](#).
- UX Portfolios That Got You Hired, SG Friends of Figma.

Skills

Hard Skills: Figma, Adobe XD, Sketch, HotJar, Miro, Google Analytics, HTML, CSS, JS, JIRA, Confluence.

Soft Skills: Empathy, User Interviews, Consensus-building.