

# Combining systems thinking, cultural insight and visual craft

## - making complex experiences feel simple and quietly delightful.

|            |                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                        |
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| Experience | <b>Amplify Health</b><br><b>Brand &amp; Creative Services</b><br>(Health-tech • Remote • Singapore • Part-time)<br>May 2026 – Present | <ul style="list-style-type: none"><li>★ Created the visual system and multi-format asset suite for Demo Day, translating four product propositions across large-format displays, digital screens and presentations</li><li>★ Currently designing the company's brand revamp and responsive corporate website</li></ul>                                                                 |
|            | <b>Independent</b><br><b>Product &amp; Brand Designer</b><br>May 2026 – Present                                                       | <ul style="list-style-type: none"><li>★ Building Pole Diary, an English-first native iOS app for pole dancers, with Vietnamese localisation planned</li><li>★ Designed and shipped <u>The 5 Codes</u> website end to end, from content structure and visual direction through Framer build and launch</li><li>★ Built <u>Keyflow</u>, a hand-tracking ambience music web app</li></ul> |
|            | <b>360F</b><br><b>Chief Brand Visionary / Head of Design</b><br>(Insurtech • Remote • Singapore)<br>Feb 2024 – Dec 2025               | <ul style="list-style-type: none"><li>★ Led design system architecture across three products and multiple markets, including LTR/RTL foundations, multilingual typography and structured design-to-engineering workflows</li><li>★ Led the brand revamp across strategy, visual identity, motion typography, website and customer-facing touchpoints</li></ul>                         |
|            | <b>BTO</b><br><b>Senior UI/UX Designer</b><br>(Fintech • Remote • Singapore)<br>Nov 2021 – Dec 2023                                   | <ul style="list-style-type: none"><li>★ Shipped localised financial product experiences across five markets (Singapore, US, Netherlands, Hong Kong, Philippines), and built responsive white-label design systems, informed by research and cross-functional validation</li></ul>                                                                                                      |
|            | <b>Pawtner</b><br><b>Co-founder</b><br>(Pet-tech • Onsite • Singapore)<br>Feb 2020 – Mar 2022                                         | <ul style="list-style-type: none"><li>★ Built a B2C pet-adoption platform from 0→1, owning product strategy, research, MVP, UX/UI, brand and testing; secured ecosystem partnerships and regional media coverage</li></ul>                                                                                                                                                             |
|            | <b>MyDoc</b><br><b>UI/UX Designer</b><br>(Med-tech • Onsite • Singapore)<br>Sep 2019 – Oct 2021                                       | <ul style="list-style-type: none"><li>★ Increased registration from 23% to 40% through a research-led redesign; designed consumer healthcare experiences across eight markets</li></ul>                                                                                                                                                                                                |
| Skills     | <b>Design &amp; Development – Tech Stacks</b>                                                                                         | Codex, Claude Code, Figma Make, Figma, Framer, Webflow, Adobe Creative Suite, Supabase, GitHub                                                                                                                                                                                                                                                                                         |
|            | <b>Hard &amp; Soft Skills</b>                                                                                                         | Product Design, Design Systems, 0→1 Development<br>Prompt Engineering, AI-Driven Workflows<br>Brand System, Visual Identity,<br>Qualitative & Quantitative Research                                                                                                                                                                                                                    |
| Education  | <b>Pearson BTEC UK</b><br>2013 – 2015                                                                                                 | Graphic Design (HND) Outstanding – Gold Medallion Award<br>Business & IT (Diploma) – Top Student Award                                                                                                                                                                                                                                                                                 |
| Languages  |                                                                                                                                       | English (fluent), Vietnamese (native)                                                                                                                                                                                                                                                                                                                                                  |