





HOWIE YEO

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Work Experience

UX/UI Team Lead | Screening Eagle Technologies
SEPTEMBER 2020 - CURRENT

- Managing, developing and mentoring the SG design team of 4.
- Optimising the research and design process and operations.
- Leading research and design work on multiple projects.

Senior Product Designer | NTUC Fairprice
JULY 2019 - SEPTEMBER 2020

- Lead the research and design for Singapore's #1 grocery retailer's multi-channel (web, mobile, tablet) E-Commerce for 'Fresh' SKUs, Order Management System and Marketplace.

Senior UX Designer | Yara Digital Farming
JUNE 2018 - JULY 2019

- Led product discovery via design thinking for "Kaset Go" mobile app which has >500,000 downloads in Google Play.
- Designed from 0 to 1 for "Yara Connect" mobile app and achieve product-market fit with 48.4% customer adaption in Thailand market.

Senior UX Designer | Palo IT
FEBRUARY 2017 - JUNE 2018

- Led redesign effort in agile development for Standard Chartered's multimillion enterprise tool which launched in 2 months
- Decreased client onboarding lead time by 40% for Standard Chartered's trade finance via enterprise tool

UI/UX Specialist | Plus65 Interactive
DECEMBER 2015 - FEBRUARY 2017

- Successfully transformed traditional software development to design-driven development to achieve user-centered products.
- Designed the logic and UI/UX deliverables for complex enterprise software to meet business and user needs.

UI/UX Designer | Ksubaka
NOVEMBER 2013 - DECEMBER 2015

- Conceptualized and designed gamified experience and rewards mechanism to achieve 144% sales uplift for Paddle Pop brand at 7-Eleven stores.
- Delivered 1 million customer engagement through in-store gamified experiences in 10 months
- Researched and designed backoffice system to manage connected screens at scale (>5000 screens) internationally

Education/Certifications

Certified Scrum Product Owner® (CSPO®)
Scrum Alliance, Inc. - Oct 2021

NICF - Strategic Product Market Fit
Institute of System Science, NUS - Oct 2018

Lean Data Approaches to Measure Social Impact
+Acumen - August 2018

Google Analytics Individual Qualification
Google - May 2018

Certified Practitioner of Human-Centered Design
LUMA Institute - Dec 2017

Diploma in Visual Communication
Nanyang Polytechnic - March 2011

Expertises

Management: Resource Coordination • Hiring
• Mentoring • Team & People Management
• Design/Research Ops • Career Development

Design: UX Strategy • Interaction Design • UI Design
• Visual Design • Information Architecture • Lean UX
• Design Thinking • Rapid Prototyping • System Thinking
• Flow Model • User Journeys • Competitive Analysis
• Service Blueprint • Task Flow • Heuristic Evaluation
• Content Audit

Research: User Interviews • Usability Testing
• Research Synthesis • Survey Design • UX Analytics
• A/B Testing • Card Sorting

Misc: Product Management • Facilitation
• Workshop Design • Cross-functional collaboration
• Scrum • Understanding in HTML, CSS, Javascript

Languages

English and Mandarin