

KO NA YEON

UIUX / DIGITAL PRODUCT DESIGNER

⌚ **COUNTRY** Based in Singapore, Singapore PR

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。www **PORTFOLIO** <https://nayeonportfolio>

🌐 **LANGUAGE** Korean (Mother tongue), English (Professional), Chinese (Basic)

I'm a user-centric Product Designer passionate about turning complex ideas into simple, meaningful experiences. At Grab, I led four safety projects that shaped how millions of users interact with the platform, and at SIT, I advanced research through Design Thinking methodologies and projects that bridge insight with real-world challenges. I thrive on research-driven design, cross-functional collaboration, and building scalable systems that elevate everyday user experiences.

WORK EXPERIENCE

DESIGN RESEARCHER / UIUX DESIGNER, DESIGN FACTORY @ SIT

Full Time | OCTOBER 23 - CURRENT (2yrs)

As a Design Researcher at Design Factory at SIT which is an innovation lab, I specialise in UIUX, 3D, and service design. I facilitate Design Thinking workshops for industry professionals, fostering creative problem-solving and innovation with real life challenges. Collaborating with diverse government agencies and external clients, I deliver user centric solutions that significantly enhance user experiences, leveraging my expertise in design principles and strategic thinking to achieve client objectives effectively.

UX Research

- As a main researcher, Researched on the student life experience at SIT merged existing platforms into an omnichannel solution via conducting and analysing 16 user interviews and 2 stakeholder engagements. Developed As-Is and To-Be Journey Maps as an outcome, impacting 3,500 students annually.
- As a main UX researcher and designer, Created an organisational high level service blueprint for student experience in SIT to imagine SIT in 10 years using futures thinking and design thinking methodologies.
- Contributed to research on Design Thinking Dispositions, examining how design thinking can be distilled into five learnable mindsets.

UIUX Design

- Designed company portfolio website.
- Involved in end to end tool that nurtures Design Mindset for students in Singapore. The client was The DesignSingapore Council (DSg) working alongside with a collaborator, Chemistry. Designed a Admin facing website platform for Dsg to monitor the data analytics and building the content with testing, validation and refinement.

Design Thinking Educator

- Facilitated 5 weeks Design Thinking course for NGO professionals and 3 day joint Design Thinking CET course with NUS for healthcare professionals.
- Authored a paper on Design Thinking workshop facilitation for industry professionals and co-authored a paper on Multi-Modal AI Tools, presented at the Design Factory Global Network Conference 2024 in Colombia.

PRODUCT DESIGNER - TIS (TRUST, IDENTITY, SAFETY), GRAB

Internship | JANUARY 22 - OCTOBER 22 (10 mths)

Designed new safety features and redesigned existing solutions for drivers and passengers.

UX Research & Testing

- Conducted 4 design workshops with stakeholders and 10 user testings in Indonesia and Singapore.
- Used insights to validate and refine new safety feature concepts.

UI/UX Design

- Created user flows, wireframes, and high-fidelity mobile designs for driver and passenger safety experiences.
- Designed and shipped 3 mobile app features and 1 internal website for service agents.

Cross-Functional Collaboration

- Worked closely with PMs, engineers, user researchers, content designer, business and data scientists to iterate on design decisions.
- Collaborated across product, transport, and driver teams to align design direction.

Outcome & Impact:

- Designed AudioProtect, a safety feature and implemented and used across Malaysia and Singapore.
- Led 4 projects as a main product designer and worked closely with the product managers and engineers.
- Successfully launched 3 mobile app safety feature projects in iOS and Android and 1 website feature for customer service agents.
- Implemented redesigned safety features across the Grab app in 5 SEA countries, resulting to a 30% reduction in safety incident rate.

Projects I led:

AudioProtect – Designed end-to-end mobile (iOS & Android) experience for in-ride audio recording to enhance passenger and driver safety.

AudioProtect Phoenix – Designed website for Support Agents to review and manage safety recordings.

Driving Safety Report – Designed Android experience providing drivers with behaviour insights and actionable safety feedback.

Driver Fatigue – Designed Android feature nudging drivers to rest after extended hours.

3D PRODUCT | SOCIAL MEDIA | UIUX DESIGNER, THE MOEVMT

Internship | MAY 21 - AUG 21 | Singapore (3 mths)

Developed a holistic solution for e-bike users by creating a mobile app with a user-friendly interface that facilitates wayfinding and technical/medical issue reporting. It involved creating visual content to educate users on road safety and designing a 3D model of a charging station that enhances the app's visual aesthetic and user experience.

ACHIEVEMENTS

DESIGN FACTORY GLOBAL NETWORK CONFERENCE

NOVEMBER 21 | Service Design | Participated with 3 multi-disciplined teammates

Envision future of work in 5 to 10 years with new technologies and service.

JOHNSON AND CONTROL PROJECT 1ST RUNNER'S UP

NOVEMBER 21 | Service Design | Participated with 3 multi-disciplined teammates

Envision future of work in 5 to 10 years with new technologies and service.

SHOPEE PRODUCT & DESIGN CHALLENGE 2021 PARTICIPATE

DECEMBER 20 | Product Design | Participated with other 4 designers

Envision a shopping cart sharing system for a seamless and effortless purchasing experience with others.

EDUCATION

INDUSTRIAL DESIGN (BA)

National University of Singapore | AUGUST 19 - MAY 23 (4 yrs)

UIUX design

- Cat health monitoring system in mobile and web.
- Personal style discovery system that helps young adults in cultivate their sense of self.

Service design

- Envision future of work and design a user experience for future employees collaborated with Johnson and control (live client)

3D product design

- A rice cooker design for Dyson to target One-Person Household in Asia market.
- Packaging design for Cialis collaborated with Eli Lilly (live client)

Animation

- 3D animation of the feline companion adoption in future through DAOs, Web3, Metaverse and NFTs.

FURNITURE AND SPATIAL DESIGN (DIPLOMA)

Nanyang Academy of Fine Arts | JULY 16 - MAY 19 (3 yrs) Distinguished Graduate

- Design and produce furniture (Rhino, Solid wood, MDF, Fabric)
- Interior design for residence and cafe (Sketch up, 3D modelling & Autocad, professional technical drawing)

SKILLS

UIUX Design



Prototyping



Wireframing

User Research

User Testing

HTML/CSS Basic

3D Design



Rhino



SketchUp



Blender



Keyshot

Video Editing



After Effect



Premiere Pro

Graphic Design



Photoshop



InDesign



Illustrator



Procreate