

With a robust background in healthcare management and research, I bring a strong focus on user needs and workflow optimisation. My experience in streamlining patient care, improving service delivery, and forging collaborative partnerships enhances my ability to create impactful, human-centred UX designs. Driven by a desire to make a meaningful impact through thoughtful design, I strive to create solutions that balance aesthetic elegance with functional excellence.

UX Projects

OncoBase – Healthtech Software Design

- Led the development of the initial design for OncoBase, an AI-powered clinical decision support tool focused on delivering credible AI recommendations for diagnosis and treatment, ensuring seamless integration with clinical systems and creating an intuitive interface to improve specialists' decision-making and workflow.

Mobile@HDB – Government App Redesign

- Leveraged user research and best practices from leading government and industry apps to redesign the Mobile@HDB app, overhauling its inefficient information architecture by prioritising key features and simplifying access to vital functions, which significantly enhanced both usability and visual design.

Feed My Paws – E-Commerce Website Redesign

- Optimised user experience by overhauling information architecture and refining UI to make product discovery more intuitive and visually engaging, and simultaneously developed customer-focused content to enhance readability and elevate the copywriting quality on main pages and product descriptions.

Work Experience

SingHealth Polyclinics

Sept 2015 - Present

Assistant Manager, Clinical Services

- Designed patient journeys and drove clinical transformation by optimising clinic workflows through detailed analysis of user needs and operational data.
- Facilitated strategic alignment across workstreams, engaged senior leadership for approvals, and collaborated with engineers for the transition from the legacy clinical system to Epic, as secretariat of the Epic migration committee.
- Led the implementation of national health initiatives such as Healthier SG and the Chronic Disease Management Programme to enhance healthcare system sustainability and improve patient access to care.

Ministry of Health

Sept 2022 - Mar 2024

Manager, Mental Health Office

Secondment

- Supported policy development through extensive collaboration with healthcare and community care partners, gathering valuable insights to shape national dementia strategies and programmes.
- Assumed the role of speechwriter for political office holders at high-profile events focused on dementia and mental health initiatives, effectively crafting and delivering impactful messages.

National University of Singapore

Jun 2014 - Aug 2015

Research Engineer

- Spearheaded a research project to investigate congenital heart defects with novel ultrasound imaging and image processing methods, resulting in multiple published studies.

Skills

- Project Management
- UX Research
- UX/UI Design
- Wireframing & Prototyping
- Information Architecture
- Usability Testing
- Data Analysis
- Stakeholder Engagement

Tools

- Figma
- Sketch
- Webflow
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro
- Microsoft Office Suite

Education

General Assembly

User Experience Design Immersive

National University of Singapore

2022: Master of Public Health

2014: Bachelor of Engineering
(Biomedical Engineering)