

CHEW JIA QI



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EDUCATION

Bachelor in Fine Arts (Animation)

Nanyang Technological University,
School of Art, Design and Media

Exchange

University Hochschule Medien
(Stuttgart, Germany)

Diploma in Digital Visual Effects

Ngee Ann Polytechnic, Film &
Media Studies

CORE SKILLS

UI/UX / Product Strategy, Systems Thinking, Stakeholder Immersion, Enterprise UX systems, Design Systems, Concept Design, Motion Design, Userflows, Information Architecture, Pattern mapping, Prototyping

TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Gemini Flash 2.5, Adobe After Effects, Usertesting.com, Qualtrics, Adobe Analytics, Maze, Survey Monkey

With 7+ years of experience leading end-to-end UX strategy, design systems, and product experiences across fintech and insurance ecosystems, I specialize in transforming complex business workflows into seamless, user-centric digital journeys. As a design leader at Singlife, I drive cross-functional collaboration to deliver scalable, compliant, and impactful solutions that improve usability, adoption, and business KPIs.

WORK EXPERIENCE

AI-Assisted Design Practitioner (Self-Directed)

Self Directed / Jun 2025 - Present

- Ran an AI-assisted design practice, generating four-figure monthly sales across multiple platforms to self-fund a focused gen-AI learning sprint.
- Grew a 125-member Telegram community (organically) to rapidly test demand and gather qualitative signals for fast iteration.
- Applied prompt engineering and visual prototyping to accelerate concept iteration and test market fit. → **~50% faster concepting** and **~4x faster asset production**.

Lead UI/UX Designer

Singlife / Feb 2024 - Sept 2025

- Owned end-to-end journeys across mobile app & customer portal while aligning product, engineering, and compliance on user-centric outcomes.
- Translated compliance-heavy onboarding workflows into intuitive, customer-ready designs, improving adoption across Singlife's mobile and customer portal.
- Directed UX for multiple self serve digital journeys achieving **400+ applications** (Singlife Digital Saver) within the **first 3 months** of launch.
- Reduced post-claims processing time from **3 weeks to 3 minutes** through automation and design optimization.
- **Storytelling & pitching:** articulated product experience vision to senior stakeholders and iterated solutions as tech matured through the product lifecycle.

CERTIFICATIONS

Uxcel Certification

Professional UX/UI Designer
Certification (2024)

Certified Digital Insurer

The Digital Insurer (2023)

Blackblot Product Management Professional

Blackblot - Product Management
Expertise (2019)

LANGUAGES

English

Native Speaker

Chinese

Native Speaker

EXPERIENCE CONTINUED..

Senior UI/UX Designer

Singlife / Jan 2022 - Feb 2024

- Spearheaded the conceptual redesign of Singlife’s mobile app following its merger with Aviva, redefining the end-to-end user journey.
- Established reusable design systems and UX patterns for consistent delivery across enterprise products.
- Drove research for Singlife’s BetterLogin initiative, lowering entry friction and increasing overall adoption rate.
- Improved new-business **NPS by 45 %** through continuous user-feedback loops and design iteration.
- Rapid prototyping in Figma + motion design (After Effects) to communicate interaction intent and accelerate engineering hand-off.

UI/UX Designer

Bybit / Oct 2021 - Dec 2021

- Managed external teams to deliver the UI design for Bybit’s Trading Leaderboard.
- Conducted market research to balance technical feasibility with user needs.
- Built reusable design systems and UX patterns accelerating multi-product delivery.

UI/UX Designer

UOB Consultatnt with Aleph-labs / Oct 2019 - Sept 2021

- Built UOB’s first insurance product from **0 to 1**, establishing the cornerstone for future digital insurance offerings.
- Established scalable design systems and pattern libraries across projects.
- Led UX for **UOB’s EZPAY** personal internet banking feature.
- Co-developed UOB App’s illustration style and animation balancing clarity and micro-delight.

UI/UX Designer

Qi Xiang Technology / Mar 2017 - May 2017

- Co-developed a food-ordering app achieving **10K DAU in year 1**.
- Researched and defined 5 core features (**Rewards, Ordering, Food Catalog, Review, Payment Systems**).
- Built an internal management platform enabling merchant operations.
- Managed cross-functional teams to ship social content and review modules.