✦ YENNI LOO ✦

UX / PRODUCT DESIGNER

Singapore | yenkeeloo@gmail.com | http://www.yenkeeloo.com

✦ EDUCATION

Bachelor of Design, Communication Design
RMIT University
2017 – 2018

✦ CERTIFICATES

UX Design Professional Certificate
Google

Generating Big Ideas with Design Thinking
Nielsen Norman Group

✦ RECOGNITION

People's Choice Award
Hackathon | PropertyGuru

Singapore Design Awards Student Category
Album design | First Media Design School

✦ EXPERTISE

Conceptualisation, Design Thinking, Interaction Design, Product Design, User Personas, User Flow, Storyboard, Lo/hi-fidelity Wireframe, Rapid Prototype, Visual Design, Illustration, 3D Modeling, Research, Workshop

✦ DESIGN TOOLS

Adobe Suite, Figma, Sketch, Invision, Blender (P.S. Open to any new tools that can make my vision come alive)

✦ EXPERIENCE

Product Designer | PropertyGuru Finance (Fintech)   **Mar 2022 – Present**

At PGF, my goal was to transform the fragmented journey of home finding, financing, and ownership into a seamless and delightful experience for users. One of my key highlights was **leading PGF's largest project—a comprehensive homeowner platform** offering valuations, market insights, loan options, and home services, which garnered a **CSAT rating of >80%.** I also had the opportunity to **initiate a project, creating detailed user personas that were adopted and shared companywide.** These personas significantly enhanced our understanding of the mortgage audience and helped guide incremental improvements in user experience, marketing strategies, and visual design. **Winning the "People's Choice Award" at the company hackathon** stands out as another memorable highlight. Throughout my tenure, I have gained experience working in agile, waterfall, lean experimentation, collaborative, and exploratory environments with diverse teammates.

UIUX Designer | Returning.AI   **Jan 2022 – Mar 2022**

During my time at Returning.AI, I improved the community platform by introducing gamification features like levels, tiers, badges, and a leaderboard, which greatly increased user satisfaction. I also **enhanced the design system to ensure better consistency and usability**. Working closely with developers, we created a colour theme generater which enhanced customisation. Additionally, I crafted the initial designs for their NFT characters.

UX Designer | Verz Design   **Jun 2019 – May 2021**

At this web design agency, I led end-to-end UX design for websites and mobile apps, delivering tailored solutions to notable brands like **A*STAR, NUS, Woodlands Health Campus, Hitachi, Mothership, and GIC.** Additionally, **secured partnerships for the company through my creative design proposals.** One notable achievement included revamping Verz Design's homepage with optimized hierarchy and design, which remains in use today. I also took the initiative to create illustrative portraits for employee name cards, which made the team very happy ☺

Owner | Angst Child   **Jun 2014 – Dec 2021**

I **established an independent brand from scratch**, focusing on original designs printed on T-shirts, phone cases, and clothing accessories, **achieving a peak following of 80k users on Instagram** by 2016. My role encompassed hands-on experience in inventory management, order fulfillment, and customer service. Through strategic marketing initiatives, I successfully raised brand awareness and built a dedicated customer base, leading to steady sales growth and positive feedback from customers.