

JONATHAN

ABOUT ME

With over 8 years of experience across B2C, B2B, and B2B2C markets, I excel in solving complex problems and conducting in-depth research. I have a proven track record of designing innovative products from the ground up for startups and enhancing sophisticated products at multinational corporations.

My expertise lies in crafting captivating and impactful user experiences, continually redefining the essence of design. My ability to think critically and apply advanced design principles has consistently led to the development of highly functional and aesthetically pleasing products.

📍 Singapore

✉ jonleejjajie@gmail.com

☎ +65 8691 1190

🌐 www.jjajiejon.com

🌐 [Linkedin](#)

SKILLS

Figma Prototipe Product Design
User Experience (UX) User Interface (UI)
UI/UX Design Web Design
Mobile App Design Interaction Design
Human-Centered Design Motion Design
Design Systems Agile Scrum
Information Architecture Workshops
Usability Testing Design Thinking
A/B Testing

SOFT SKILLS

Leadership Project Management
Presentation Critical Thinking
Collaboration Communication
Problem-Solving Time Management

WORK EXPERIENCES

Product Design Lead | Tictag

Mar 2024 – Present

- **Streamlined Design Operations:** Pioneered design rituals that accelerated iteration speed by 40%, driving faster design iterations and review processes
- **Secured High-Value Projects:** Achieved five-figure project acquisitions by implementing strategic design solutions that resolved critical client pain points
- **Innovative Feature Launch:** Orchestrated the launch of a feature that decreased annotation effort by 30%, optimising efficiency
- **Rebranding & Design Optimisation:** Led a major rebranding initiative and optimised the design system, significantly enhancing accessibility and usability, aiming to reduce both design and development effort by 50%
- **Leadership and Mentorship:** Commanded a multidisciplinary team to successfully launch 6+ new product features in a quarter, while elevating junior designers' skills and productivity
- **Innovative Training Programs:** Integrated user training into our mobile journey, targeting a 40% improvement in annotation quality
- **Strategic User Insights:** Led user discovery sessions and workshops with product teams and senior executives, transforming our business model based on comprehensive research insights

Product Designer 2 | Delivery Hero (Foodpanda)

Jul 2022 – Mar 2024 (1 year 9 months)

- **Feature Innovation:** Successfully designed and launched multiple new features, significantly boosting customer conversion rates, add-to-cart rates, and average basket values, contributing millions in revenue
- **Design QA:** Implemented a comprehensive design QA process, improve review quality by 200% and established a design SLA to ensure all development tickets are QA'd within 3 business days
- **Global Strategic Leadership:** Orchestrated multiple high-impact workshops with global cross-functional teams for strategic planning and alignment
- **Cross Functional Collaboration:** Partnered with over 60 designers and researchers across various regions, continuously driving product improvements and innovations
- **Strategic Design Thinking Leadership:** Led comprehensive design thinking workshops in Turkey, crafting and strategising a product roadmap that aligns with market needs and business goals
- **User-Centric Approach:** Conducted extensive user research and consistently incorporated feedback and insights to refine and enhance product features, ensuring a seamless user experience

Senior Product Designer | StashAway

Oct 2021 – Jul 2022 (10 months)

- **Pioneered Novel Product Development:** Spearheaded the creation of a groundbreaking product, facilitating the company's entry into the private market and amassing over \$1 million in assets under management within the first six months
- **Accelerated Product Launches:** Successfully launched two high-impact products within the first three months of joining, generating an additional \$1.4 million in assets under management (AUM) for the company
- **Designer Mentorship:** Nurtured and guided junior product designers, significantly boosting their design skills, user experience expertise, critical thinking, and edge case management
- **Product Manager Guidance:** Provided in-depth guidance to junior product managers on agile methodologies, effective sprint workflow management, and crafting precise user scenario stories and tickets, fostering a culture of excellence and innovation
- **Strategic Presentations:** Delivered regular, impactful presentations to cross-functional teams, ensuring alignment on design goals and exploring innovative solutions to enhance user experience

Product Designer | Taiger

Mar 2019 – Jul 2021 (2 years 5 months)

- **AI Expertise:** Developed expertise in AI technology, leveraging cutting-edge AI solutions to develop functional features for clients, generating millions in revenue for the business
- **Atomic Design System:** Directed the creation of an atomic design system, resulting in a 40% reduction in front-end development efforts and significantly improving design efficiency
- **Client Collaboration and Insight:** Partnered closely with clients to conduct diary studies, user interviews, and usability testing, identifying and rectifying poor product experiences to enhance user satisfaction
- **Strategic Design Sprints:** Led strategic design sprints with all key stakeholders, aligning on the next strategic goals for our products and driving innovation
- **SAAS Platform:** Directed all SAAS platform discussions with key stakeholders, designing a robust SAAS platform for our innovative products, precisely tailored to meet diverse client needs
- **Mentorship in Product Design:** Mentored junior product designers, significantly enhancing their product strategy thinking and refining their user flow design skills, fostering a culture of continuous improvement and excellence

UI/UX Designer | Verlocal, LHOKO

Oct 2018 – Mar 2019 (6 months)

UI/UX Designer | Vogomo

Jul 2017 – Oct 2018 (1 year 4 months)

User Researcher | Orgeva

Nov 2016 – Mar 2017 (5 months)

EDUCATION

Bachelor of Science in Finance

Singapore University of Social Sciences
2014 – 2016

Diploma in Financial Business Informatics

Temasek Polytechnic
2008 – 2011