

ZINIA TAN

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Profile

Senior UX designer with **7 years** across enterprise banking and digital product design, specialising in **design systems governance**, complex payment UX, and cross-functional stakeholder alignment. Led UX across **10+ concurrent payment products** at UOB Infinity serving corporate and SME clients across **10 markets**, established the platform's first centralised design system governance framework, and directed design decisions through regulatory and technical constraints while balancing user needs, compliance requirements, and business objectives.

Experience

UOB

UX Designer · Design Systems Lead

Singapore
Jan 2022 – Apr 2026

- Led UX strategy and end-to-end design across **10+ concurrent payment projects** on **UOB Infinity**, an enterprise internet banking platform serving corporate and SME clients across **10 markets** in Southeast Asia, from discovery and critique through high-fidelity delivery and stakeholder sign-off.
- Established **UOB Infinity's first centralised design system governance framework** from scratch, documenting component behaviours, usage standards, and design rationale across a **7-person UX team** and reducing pattern inconsistency across concurrent payment modules and markets.
- Directed UX delivery for a **payment compliance (ISO 20022)** project, redesigning address input experiences across **18 payment forms** and **7 payment products** and supporting multi-country rollout across Singapore, Malaysia, China, Hong Kong, and Thailand before the regulatory deadline.
- Spearheaded UX direction for **Account Transaction Table enhancement**, making the call to expand from **8 to 15 columns** to resolve a readability problem in a high-volume enterprise data table, and introducing a discoverable multi-sort toggle that reduced engineering complexity while meeting the product requirement.
- Facilitated design critique to **increase Fraud transaction awareness** in the platform, established a dedicated scam alert component, evaluating evidence against stakeholder overexposure to prevent banner blindness, and collaborating with a UX copywriter to improve the behavioural impact of alert copy.
- Integrated **Microsoft Teams Copilot** into research and documentation workflows, streamlining ideation efficiency and output quality across concurrent projects.
- Collaborated with Business Analysts, Product Owners, and Solution Architects to present UX rationale and gain cross-functional buy-in on design decisions across products and markets.

Techzu Ichicode

UI/UX · Web Designer, Front-End Developer

Singapore
Oct 2020 – Dec 2021

- Led a team of 2 designers to deliver B2B software solutions across ERP systems, CRM platforms, F&B ordering systems, and e-commerce products in a fast-paced startup environment.
- Designed UX/UI for complex business systems, collaborating with developers to assess technical feasibility and ensure seamless feature implementation.

- Presented design strategy and UX guidance in client-facing meetings alongside sales teams.

Earlier Experience

iDAZH

UI/UX Design Specialist · Sales & Marketing (Part-time)

Singapore
May 2019 – Oct 2020

- Redesigned POS displays, kitchen display systems, and mobile ordering PWA; spearheaded new business development and onboarded **8 new store owners**.

JuzzWeb

Project Executive · Digital Marketing Specialist

Singapore
Sep 2019 – Oct 2020

- Developed SEO strategy and data analytics dashboards to strengthen client digital presence; designed web mockups to support project development and client presentations.

Education

Singapore University of Social Sciences (SUSS)

BSc Psychology

Singapore
Aug 2023 – Present

Relevant coursework: Cognitive psychology · Human behaviour & interaction · Social cues

Temasek Polytechnic

Specialist Diploma in Digital Communication

Singapore
Sep 2019 – Oct 2020

Relevant coursework: Strategic advertising · Creative execution · HTML/CSS · UX/UI design

Singapore Polytechnic

Diploma in Business Innovation & Design

Singapore
Apr 2016 – Mar 2019

Relevant coursework: UX design · UI design · Design Thinking · User-centric design · Business Management

Skills

UX & Design: Design systems governance · Enterprise UX · Information architecture · Hi-fi prototyping · UX copywriting · Design critique facilitation · Quality assurance · Design strategy

Leadership: Cross-functional stakeholder management · Team leadership · Project management · Agile delivery · Design thinking

Tools: Figma · FigJam · Zeplin · Confluence · Microsoft Teams Copilot · Claude

Technical: HTML · CSS · WordPress · Elementor · Front-end development

Domain: Enterprise banking · Payment UX · Regulatory compliance (ISO 20022) · B2B SaaS