

ZINIA TAN

Singapore • ziniadesigns@gmail.com • +65 9793 4460 • ziniadesigns.com • linkedin.com/in/zinia-tan

Profile

UX Designer with **7 years** across business banking and digital product design, specialising in **design systems governance**, complex payment UX, and stakeholder alignment. At UOB, I led the design system across 10+ concurrent payment products and **strategised for multi-approval payment flows** for business banking clients in 10 markets. I built the platform's first centralised design system governance framework from scratch and led its adoption **across a 7-designer team**. I directed design decisions through regulatory and technical constraints, balancing user needs against compliance and business requirements.

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

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

Singapore
Aug 2023 – Present

Temasek Polytechnic

Specialist Diploma in Digital Communication

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

Singapore
Sep 2019 – Oct 2020

Singapore Polytechnic

Diploma in Business Innovation & Design

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

Singapore
Apr 2016 – Mar 2019

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