

ZINIA TAN

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Profile

I'm Zinia with 7+ years in **Product and UX Design**, working across data & research, product concept & strategy, and UX/solution design into end-to-end product experiences. I've designed across payments, SaaS, and F&B platforms. In UOB, I built the first payment design system framework, and helped my team of 7 designers work with more UX alignment & acceleration. I strive to improve the user experiences across products using UX & product strategies.

Experience

UOB

UX Designer · UOB Infinity

Singapore
Jan 2022 – Apr 2026

- **Design System & Leadership:** Improved UX consistency and design alignment across a 7-person UX team by establishing UOB Infinity's first centralised design system, standardising component behaviours and usage across 10 payment modules and accelerating cross-project delivery.
- **Design-Decision & Strategy:** Improved high-volume transaction discoverability and readability by redesigning the Account Transaction table, driving new UX roll-out across all Account Transaction tables in 7 key countries.
- **Error Prevention:** Reduced misdirected payment transactions by 57.4% by introducing a high-severity fraud alert at decision-critical moments within the UOB Infinity payment journey.
- **Consistency & Standards:** Redesigned 18 payment forms across end-to-end payment journeys to support ISO 20022 compliance across 5 countries.
- **Stakeholder Management:** Collaborated with Business Analysts to understand user stories and business goals, and presented design decisions to Product Owners, Executives, and cross-functional teams.

Techzu Ichicode

UI/UX & Web Designer/Front-End Developer

Singapore
Oct 2020 – Dec 2021

- **Concept Prototyping:** Built a 0→1 payment platform for Timbre X diners, leading UX/UI strategy from concept to product delivery and ensuring consistent technical implementation across the end-to-end experience.
- **Product Experience:** Designed a CRM platform for 4 B2B software businesses, creating the end-to-end product experience from concept to execution and ensuring consistent workflows across business needs.
- **Cross-Functional Communication:** Facilitated website development strategy and communicated UX decisions in client-facing meetings and collaborated with the sales team to support new product opportunities.

JuzzWeb

Digital Marketing & Web Executive

Singapore
Sep 2019 – Oct 2020

- **Data-Driven Design:** Planned digital media budgets across SEO and paid advertising campaigns to align marketing investment with campaign objectives and business outcomes.
- **Analytics & Optimisation:** Improved website conversion by 20% by translating behavioural analytics across bounce rate, scroll depth, CTR, and CRO into actionable website UX refinements.
- **Evidence-Based UX:** Redesigned and refined 5 website front-end experiences based on quantitative insights, using data to identify friction points and inform UX decisions.

Ideactio

UX Research Intern

Singapore
Sep 2018 – Feb 2019

- **User Research:** Conducted 1:1 customer interviews to uncover qualitative insights and identify early-stage user problems and unmet needs.
- **Research Synthesis:** Transformed interview recordings into structured transcripts, personas, and user insights to synthesise patterns and validate research findings.
- **Problem Discovery:** Translated persona insights into actionable “How Might We” statements, reframing user needs into product opportunities for ideation.

LiHO

UX Design Student (Final Year Project)

Singapore
Feb 2018 – May 2018

- **User Research:** Conducted 30 qualitative interviews and synthesised findings into a customer persona to uncover key needs and formulate a validated problem statement.
- **Journey Mapping:** Mapped 7 customer touchpoints across LiHO Tea's digital and physical ecosystem, identifying opportunities to strengthen the end-to-end membership experience.
- **Service Experience:** Connected customer needs across digital and physical interactions to create a more cohesive end-to-end membership experience.

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: Digital media 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 · Enterprise UX · Information architecture · Hi-fi prototyping · UX design · Design critique facilitation · Quality assurance · Design strategy

Leadership: Cross-functional stakeholder communication · 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: FinTech & Payments · Public Services · SaaS & B2B Products