

ZINIA TAN

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Profile

Product Designer with **7 years in digital design and 4+ years in UX**, 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 financial experiences across products and the payment ecosystem using UX and product strategies.

Experience

UOB

UX Designer · UOB Infinity

Singapore
Jan 2022 – Apr 2026

- Established UOB Infinity's **first centralised design system framework** documenting component behaviours, usage standards across 10 payment modules, and facilitated design critique sessions that helped a 7-person UX team have internal consistency, more alignment, and accelerated delivery across projects.
- Redesigned the Account Transaction table to **improve high-volume transaction** discoverability, readability, and ensured clear technical implementation for the UX improvements.
- 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

- As a UX/UI Designer, I've **built a 0→1 payment platform** for Timbre X diners, led the UX/UI strategy, and ensured consistent technical implementation from concept to product delivery.
- Designed an internal CRM software and **ensured seamless product experience** from concept to product execution.
- **Facilitated website development strategy and UX decisions** in client-facing meetings and collaborated with the sales team to support new business ventures.

JuzzWeb

Digital Marketing & Web Executive

Singapore
Sep 2019 – Oct 2020

- As a Digital Marketing Executive, I **planned the digital media budget** across SEO & paid advertising marketing campaigns.
- **Delivered visual analytics reports** that tracks bounce rate, scroll depth, CTR, and CRO to inform website UX refinements and improve marketing ROI.
- Designed and refined website front-end experience **based on data-driven insights**.

Ideactio
UX Research Intern

Singapore
Sep 2018 – Feb 2019

- Conducted 1:1 interviews with real customers to gather qualitative insights for early-stage problem discovery.
- Translated interview recordings into transcripts, and established the personas and user insights to validate findings.
- Brainstormed persona insights into actionable “How Might We” problem statements to identify product opportunities.

LiHO
UX Design Student (Final Year Project)

Singapore
Feb 2018 – May 2018

- Conducted 30 qualitative interviews and developed a persona to formulate a problem statement
- Presented LiHO Tea’s improved end-to-end user journey to strengthen membership and customer experience across digital and physical touchpoints.

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: Digital media 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 · 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