

Zinia Tan

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Professional Summary

Enterprise UX Leadership | Design Systems Architecture | Financial Services

Outcome-driven Senior UX Designer with 7 years of end-to-end experience establishing design practices, building scalable design systems, and delivering intuitive digital experiences across regulated enterprise environments. Led the UX Design System within a 7-person team serving corporate and SME clients across 8 key markets in Southeast Asia. Proven ability to translate complex, ambiguous business requirements into clear and scalable digital experiences within multi-stakeholder, cross-functional team structures.

Work Experience

UX Designer / Design Systems Lead - UOB

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 8 key markets 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 3 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 financial 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.

UI/UX & Web Front-End Developer - Techzu Ichicode

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.

Digital Marketing & Web Executive - JuzzWeb

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.

UX Research Intern - Ideactio

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.

UX Designer Student - LiHO Tea

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)

Aug 2023 – Present

Bachelor of Science in Psychology (Part-Time)

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

Temasek Polytechnic

Sep 2019 – Oct 2020

Specialist Diploma in Digital Communication

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

Singapore Polytechnic

Apr 2016 – Mar 2019

Diploma in Business Innovation & Design

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

Skills

Design Systems & Component Architecture: Component libraries, interaction patterns, design tokens, Figma, usage standards, scalable UI frameworks

End-to-End UX Delivery: Discovery workshops, user journey mapping, wireframes, interactive prototypes, high-fidelity UI, developer handoff, usability testing

Research-Led Decision Making: Customer insights, usability studies, behavioural research, competitive analysis, data synthesis, voice of customer, stakeholder alignment

Tools & Technical: Figma, FigJam, Zeplin, JIRA, Confluence, Microsoft Teams Copilot, Claude, HTML, CSS, WordPress, Elementor, front-end development

Leadership and Awards

UOB, Event Planner - Year Ahead 2026

Dec 2025 – Feb 2026

- Planned and coordinated the annual team gathering for the Executive Director, including event naming, purpose framing, and cross-team attendance alignment.

UOB, Design Systems Workshop

Mar 2023 – May 2023

- Facilitated a design systems workshop covering insights discovery, opportunity mapping, and collaborative ideation to align the team on design direction.

Excellence Sports Awards 2018

Mar 2018 – Mar 2018

- High standards of performance, sportsmanship and contributions to the Singapore Polytechnic.

Badminton Assistant Coach - Joy Academy

Jan 2017 – Feb 2018

- Trained and coached children aged 4 to 9 in badminton, designing and facilitating structured training programmes tailored to early learners.