

Melody Koh Xiao Hui

DIGITAL DESIGNER - UX/UI + PRODUCT STRATEGY

[linkedin.com/in/melodykohxiaohui/](https://www.linkedin.com/in/melodykohxiaohui/)

(65) 84040393

kohxiaohui@yahoo.com.sg

EDUCATION

Singapore Polytechnic

2014 - 2017

Diploma in Experience and Product Design

EXPERIENCE [3+ years]

Koku.io - Digital Designer

Aug 2018 - Jan 2019

Lead the design of their very first product: A B2C/P2P mobile payment application.

Facilitated design sprints for Liquidity Provider network platform.

Established design culture and best practices: **Abstract, Zeplin, Sketch, Invision.**

BNP Paribas Wealth Management - Digital Designer

Aug 2017 - Aug 2018

Lead and assisted in many internal digitisation projects + CX movement.

Assisted in the education of Design Thinking and Agile methodologies.

Created a design system for internal tools of BNP Paribas.

Kept design standards globally and organised Design QC sessions.

Freelance UX Designer

Jul 2016 - Aug 2017

Assisted in proving concepts for start-ups to attain seed funding (**S\$50k - S\$150k**).

Conducted research and testing sessions for product prototypes.

Created wireframes and design for digital products.

Possible Worldwide - UX Intern

Feb 2016 - Jun 2016

Assisted in creating wireframes and screens for client products.

Conducted usability testing and organised research insights.

A/B testing and product strategy using real data.

TOOLBOX

Abstract

Adobe Creative Suite

Asana

Balsamiq

Flinto

Framer

Invision

Principle

Slack

SketchApp

Sony Vegas Pro

Zeplin

EXPERTISE

A/B Testing

Design Thinking

HCI

Interaction Design

Organisational psychology

Product Strategy

Research & Testing

User Experience Design

User Interface Design

Value Sensitive Design

LANGUAGES

English [Native]

Mandarin [Native]

French [Elementary]