

# Melody Koh Xiao Hui

## Product Designer

### BIO

I am an experience designer that creates solutions based on the needs, goals and ethical outputs of businesses.

### SLIGHTLY LONGER BIO

I design products by using behavioural psychology and user experience to help bridge gaps between teams, processes and solutions. I am extremely process-oriented; my favourite kind of work is creating and maintaining active product design cycles, as well as creating better ways for people to work together.

I am technically competent and I shine when it comes to translating behavioural data into ideal user flows and interfaces. I've worked with multiple start-ups and was once part of BNP Paribas as their founding designer and globally, their youngest employee.

### EXPERIENCE

I have more than **4 years of experience** producing and managing design.

#### Lead Product Designer - BlockPunk

April 2019 - Present

BlockPunk is a content studio that aims to create a fairer revenue distribution for creators and their content. My current role is to create products that helps aggregate the obtaining of licensed content, while maintaining accessible design. In 6 months, we enabled creators to get a US\$200k of extra revenue from their existing work.

My goal for BlockPunk is for the main product to give creators insight on how their content is best distributed, and eventually allow them to be able to make the best choices when selling their content rights.

#### Product Designer - Koku.io

August 2018 - January 2019

Established and integrated an end-to-end design workflow that includes research, validation, design, prototyping and development handover.

#### Digital Designer - BNP Paribas Wealth Management

August 2017 - August 2018

Worked on enterprise products that digitises the bank's processes. I was hired as part of their digital transformation efforts, and was leading the design of projects from Singapore, Hong Kong and Luxembourg.

As their design representative, I also educated the bank on design methods and philosophies.

#### UX / UI Designer - Freelance

July 2016 - June 2017

Most of my start-up experience came from my freelance work. I collaborated with multiple local start-ups as an introduction to the benefits of engaging in UX, one of which is getting higher funding (~30%).

#### UX Intern - POSSIBLE Worldwide

February 2016 - June 2016

Everyone started somewhere. I interned briefly for a design agency / consulting firm. I was entrusted with BudgetDirect Singapore and Brocade (now Broadcom).

### EDUCATION

#### Diploma in Experience and Product Design

2017, Singapore Polytechnic

### EXPERTISE

Behavioural psychology

Design Philosophies

Developmental psychology

Interface design

Product strategy

Value Sensitive Design

### TOOLBOX

Any modern tool is fine. I learn new applications really fast either way.

I use a Macbook.

### PORTFOLIO

[melkoh.com](http://melkoh.com)

### LANGUAGES

English

Native

Mandarin Chinese

Native

French

Elementary

### CONTACT

[kohxiaohui@yahoo.com.sg](mailto:kohxiaohui@yahoo.com.sg)

(+65) 8404 0393

[www.linkedin.com/in/melkoh/](http://www.linkedin.com/in/melkoh/)