

Hai, I'm Edward.

02. Experience

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I concept and design thoughtful webs and apps for delightful and functional experiences that are data driven. I do discovery, user research, design, prototype, testing, post-launch analysis and collaborate with multiple stakeholders across daily. Let's collaborate!

Senior Product Designer — Grab

OCT 2018 — PRESENT · SINGAPORE

- Led the designs for GrabMart (Groceries)'s Merchant App and Operational Tools experience.
- Focused on GrabFood's Driver Experience and Merchant Experience.
- Led the various design projects, such as:
 - Conceptualised allocation logic experience on GrabFood Driver, resulting improvement in Allocation, Fulfillment, Customer's ETA and Driver's earnings.
 - Promoted GrabFood as an environment-friendly food delivery business and spread the awareness of environment-friendly practise through design.
 - Enhanced Driver App's experience while doing jobs, such as last mile support for merchant's location, reporting closed merchants, resulting in decreasing the cancellation rate and increasing the ETA.
 - Enhanced Merchant App's experience in closing their store for special occasions, making sure photos uploaded were aligned with GrabFood's photo guidelines.
- Collaborated with multiple stakeholders such as Analytics, Marketing, Product Managers, Data Science, Researchers, Engineers, Operations team, External Vendor within and outside my team to deliver a delightful experience for Merchants and Drivers.

Product Designer — Grab

AUG 2017 — OCT 2018 · 1 YR 3 MOS · SINGAPORE

- Focused on Customer Support Experience and internal tools initiative.
- Led the Grab-wide web design system and is currently used for many internal tools.
- Led a workshop and designed Web based application/portal for Grab's Customer Support agents and GrabRental's Operations team.

User Experience Designer — Mitrais

MAR 2017 — JUL 2017 · 5 MOS · BALI, INDONESIA

- Lead design of company's Healthcare Application
- Conducting UX full journey - Personas, Prototyping, Design Brainstorm, User Testing, Market Research and Comparative Research, etc.

Senior Designer — Mitrais

JUL 2015 — FEB 2017 · 1 YR 8 MOS · BALI, INDONESIA

- Working closely and collaborating with product, marketing, and development to design quality experience — internal and external clients & stakeholders (Australian companies).
- Working closely with clients' team covering the user experience and creative design process, including user and market research, usability tests, wireframes, site maps and visual design.
- Lead, concept, and develop brands and products for technology & digital design firm, childcare industry, and management company.

Creative/Web Designer — Digital Solution

DEC 2013 — APR 2015 · 1 YR 5 MOS · INDONESIA

- Created design full concept (branding, website, collaterals, etc) for design projects based on client's requirements.

03. Education

James Cook University

CLASS OF NOVEMBER 2013 · SINGAPORE

Bachelor of IT in Computing & Networking

Concentration in Website Design

04. Skillset

End-to-end Product Design	Storyboarding	Sketch
UX/UI Design	Wireframing	ProtoPie
Visual Design	Task Flows	Figma
User Research & Testing	Prototyping	
Interaction Design		