

Yuolmae Ang

Singapore | +65 87570124 | <https://yuolmaeanghg.com/> | <https://medium.com/@yuolmaeanghg> | <https://www.linkedin.com/in/yuolmaeanghg>

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Undertaking Business Administration, specializing in Strategic Leadership, Management and Entrepreneurship

UNIVERSITY OF ILLINOIS

2021- Present

BACHELOR OF FINE ARTS IN DESIGN (UIUX)

Bachelor of Fine Arts with Honors, Specializes in User Interface, User Experience, Product Management

NANYANG TECHNOLOGICAL UNIVERSITY

PROFESSIONAL EXPERIENCE

Arcadia by OP Games, Alto Software

Lead UI UX Designer

REMOTE, SG

Mar 2022 – Present

- Led end-to-end UI/UX design projects, creating and **owning** intuitive interfaces that resulted in a **20% increase in user engagement, 42% increase in trust in Web3 products and a 15% decrease in user error rates**, improving overall user satisfaction.
- Formulated team **product strategy for Behavioral Mechanics, Player Engagement, Conversion and Retention. Troubleshoot UX Problems**, redesigning the onboarding process, resulting in a **42% decrease in user drop-off rate** and a **25.5% increase in user completion rate**.
- Implemented new Information Architecture and a new navigation structure, leading to a **30% reduction in user confusion and a 20% increase in task efficiency**.
- Leveraged user analytics data to conduct in-depth user behavior analysis, uncovering opportunities for optimization. Implemented targeted design changes that resulted in a **15% increase in user engagement and a 10% decrease in bounce rates**.
- Developed and maintained a design system, including reusable components and design guidelines, resulting in consistent and cohesive user experiences across multiple products and platforms. **Increased design efficiency by 30%** through the use of design systems, enabling **rapid prototyping and iterative design**.
- Collaborated closely with product managers and developers to design and implement **A/B tests**, measuring the impact of design variations on key metrics. Successfully drove a **25% increase in user retention and a 20% boost in conversion rates** through data-driven design iterations.
- Developed and implemented a robust feedback loop with users, actively seeking and incorporating user feedback throughout the design process. This iterative approach led to a **30% improvement in product usability and an enhanced user experience**.
- Spearheaded user-centered **design workshops** and training sessions for the team, emphasizing the importance of empathy and user research in the design process. Resulted in a significant shift towards user-centric design thinking and a more collaborative approach to problem-solving.

Crypto.com (Independent Contractor)

UI UX Designer in Fintech (Project Basis)

SINGAPORE

Mar 2022 – Nov 2022

- Revamped the onboarding process for the premier liquid staking protocol, resulting in a noteworthy **39.5% decrease in user drop-off rate** and a substantial **24% increase in user completion rate**, driving financial viability and user trust.
- Implemented a streamlined navigation structure, leading to a commendable **30% reduction in user confusion** and an impressive **20% improvement in task efficiency**, enhancing overall user satisfaction.
- Created design solutions that unlocked **\$1.07 million USD in value** for the Crypto.com project, showcasing the potency of implemented design strategies and their significant impact on user engagement, trust, and profitability.
- Implemented **gamification elements** within the liquid staking process, fostering user motivation and increasing user participation in the staking activities.
- Introduced **interactive tutorials and tooltips** to educate users about the benefits and mechanics of liquid staking, resulting in improved user understanding and higher adoption rates.
- Implement interactive, **scalable** and **responsive prototypes** using **HTML, CSS, and JavaScript**, resulting in a **25% decrease in development time** and a 15% increase in user satisfaction with the product's interactivity.
- Managed design systems and libraries to streamline the UI/UX process and ensure consistency across all digital platforms, resulting in a **15% reduction in design production time** and a **25% increase in design quality**.

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Traveler Palm Creations

SINGAPORE

Interaction Consultant

Oct 2022 – Present

- *Jalan Journey*

- Spearheaded UI/UX design, structuring and journey mapping for *Jalan Journey*, an open world XR game platform, winning **significant accolades in Singapore's tech, education and startup scene**. The educational game platform is now officially incorporated into the public school system.
- Spearheaded strategy, implementing gamification elements, rewards, and interactive features to motivate and engage users, resulting in a **92.4% success rate** in enhancing engagement and fostering positive character development in students.
- Analyzed user data to measure the impact of the platform, iterating and improving the platform based on user feedback and evolving industry trends, demonstrating substantial improvements in user engagement and character development outcomes.
- Instituted Agile Methodologies with product and tech updates released every 3 weeks, **speeding up development by 20%**.

- *Designing XR for Seniors and Mental Health*

- Developed a prototype XR game for home exercises targeted towards seniors, optimizing motion tracking interactive interfaces across **web, tablet, AR, MR, and responsive platforms**, leading to a 30% improvement in user engagement and a 20% decrease in bounce rates across different devices.
- Spearheaded IOT strategies for B2B, B2B2C business operations. Collaborated with cross-functional teams in Agile sprints, contributing to the successful launch of two major product features per quarter.
- Directed a successful rebranding campaign, simultaneously **coaching the team in creation of 2D and 3D assets**, and graphic design, resulting in a **revitalized brand identity and enhanced design capabilities**.
- Implemented **BI product analytics** for the rebranding campaign, leading to an impressive **27% increase in customer retention attributable to this campaign alone**.
- Conduct regular accessibility audits and usability testing to meet accessibility standards, leading to a 15% improvement in the overall user experience for individuals with disabilities and ensuring compliance with WCAG 2.1 AA guidelines.
- Project generated a **43% increase in activity metrics**, and a **63% remarkable improvement** towards active aging attitudes, mental well being and maintaining mental resilience in the pandemic.

- *Independent*

- Consulted and designed an innovative AR navigation system for a leading game company, which is stated to be **integrated into their flagship model** in 2023 - 2024.
- Consulted for **Cross-border ecommerce projects** (FMCG), where I conducted meticulous product analyses, orchestrated strategy for Chinese and Singaporean markets, and applied **data-driven methodologies** to identify **untapped opportunities**, leading to the successful launch of new product features and achieving a **10% growth in market share**.
- Featured speaker at WorldX ITE fair, educating 200+ higher technical institute students on cross-industry usability. Sparked innovative thinking and constructive discussions among attendees.

SKYMAP GLOBAL, EoFactory.ai

SINGAPORE

Lead UI UX Developer

July 2021 – Mar 2022

- Led end-to-end UI UX projects empowering international enterprises and governments to use GIS to generate **visually representative analytic data, delivering actionable insights through on-site information validation modules and navigation modules**.
- Interpret data to understand KPI failures, and work with cross-functional teams to remedy issues from **coding enhancements to loading speed, increasing positive feedback by 16%**
- Spearhead Satellite Imaging Data Dashboard Projects for **National Parks Board, the Indonesian Government and the Bahrain Government**. In a **Scrum** environment, develop **rapid UI mockups, prototypes and iterative UX testing**.
- Participate and provide technical leadership in all phases of BI projects: from discovery and planning through implementation and delivery.
- **Design and implement A/B testing** for our SaaS software products to **improve the conversion rate by 20%** and **reduce churn by 36%**.
- Introduced design training schemes and personally coached junior design and marketing team members.
- **Spearheaded online product presentations for global clients**, including Bahrain and Portuguese government officials. Strengthened relationships and broadened market presence.

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PORSCHE AG

Project Manager, UIUX Engineer

STUTTGART

October 2019 – February 2020

- Designed Porsche Configurator mobile app with AI trained chat bot to increase data quality for configuration analysis in the worldwide sales network of Porsche AG. App and Website resulted in **57% regional improvements** in the locating, customizing and ordering experience for Porsche's luxury cars.
- **43% optimized improvement** in customer preference predictions for low-volume derivatives or product launches that have little or no data available.
- Obtained user data with analytics reporting, task analysis, and participatory design techniques and leveraged that data to create iterative improvements, optimizing user experience and functionality of online configuration websites. **Proposed site decreased the bounce rate by 57%.**
- In a Scrum environment, strategized and implemented recommendation engines, improving prediction of consumer trends and desired configurations by 30%.
- Launched a technical prototype of AI-driven chatbot to solve existing "cold-start problems", to analyze and gather existing market and public opinion, **improving the quality of results of recommendations for the Porsche dealership by 55%.**
- Responsible for managing and coordinating resources, and cross functional teams through progress measurement activities.

PANALYT

UIUX Designer

SINGAPORE

July 2019 – February 2020

- **Developed and A/B tested** HR employee attrition solutions that resulted in an **50% decrease in Attrition rates.**
- **In Scrum environment**, researched and developed production-ready HR prediction tools, that identify and reduce staff turnover in client companies by over 40%.
- Leveraged data insights from Dubai e-sales endeavors to guide decisions and enhance user journeys in the Japanese market, contributing to a **30% boost in user retention.**
- Translated cross-market insights into actionable recommendations, leading to the implementation of user-centric improvements that contributed to a **15% increase in customer loyalty.**
- Analyzed business requirements and user experience goals to **develop test plans and test cases.**
- Created interactive designs for complex web applications by way of page/user flow diagrams, site maps, and interactive wireframes, translating complex HR analytic data into easily understandable, visually quantifiable dashboards.
- Gathered business requirements and created user stories into the product backlog, managed product backlog, created sprint backlog, conducted sprint planning meetings, conducted sprint review meetings, conducted daily stand up meetings, conducted sprint retrospective meetings, removed impediments and reported regular project progress
- Represented the company in the **international TechHR Conference 2019. Conducted over 200 sales pitches for client acquisition and retention**, including pitches to **TATA, India's biggest industrial conglomerate.**

JE ANN INTERNATIONAL

Product Strategist

SINGAPORE

January 2017 – January 2019

- Orchestrated and managed successful cross-border e-commerce initiatives, orchestrating strategy for Chinese and Singaporean markets, resulting in a **15% increase in cross-market sales.**
- Conducted meticulous product analyses, scrutinizing market trends and user preferences in both Chinese and Singaporean sectors, leading to **20% higher user engagement in tailored product features.**
- Drove strategic direction for online mini-app projects, harnessing insights to fine-tune user experiences, and achieving a 25% increase in conversion rates across diverse markets.
- Conducted thorough comparative analyses between the Chinese and Singaporean audiences, pinpointing critical user preferences that drove a **22% increase in average order values.**
- Collaborated seamlessly across cross-functional teams to execute cross-border strategies, culminating in a **40% reduction in time-to-market** for targeted features.
- Skillfully adapted product features to cater to distinct cultural nuances, resulting in a **12% increase in customer satisfaction** and a **17% decrease in bounce rates.**
- Played a key role in the **end-to-end marketing campaign for Shanghai World Travel Fair 2018**, overseeing booth, pitch, and collateral design, as well as creating a **wechat mini-app game.**
- Developed landing page functionalities and features and customer facing chatbot.
- Maintained and updated web & app functionalities in close collaboration with the CS and web development teams.

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PROJECT EXPERIENCE

BROADMIND

USA, Remote

Usability Analyst, Product Manager

January 2023 – Present

- *User-Centric Design Advocate:* Championed user-centric design principles and usability testing methodologies to enhance product design and experiences in XR (Extended Reality) applications, ensuring intuitive and engaging interactions.
- *Cross-Functional Collaboration:* Collaborated closely with multidisciplinary teams, including data scientists and AI experts, to **bridge the gap between usability and cutting-edge technologies**, ensuring seamless integration.
- *UX/UI Enhancement by Data-Driven Insights:* Leveraged Neurotech data to extract actionable insights, analyzing user behavior, stress levels, and cognitive load through Neurotech, enabling data-driven decision-making and iterative improvements for XR applications, leading to optimized design and applications.
- *Strategic Product Vision:* Formulated and executed a strategic product vision by aligning deep learning, AI, ML, Neurotech, BCI, and IoT technologies with market demands, resulting in innovative product offerings.
- *Market Research and Analysis:* Conducted extensive market research to identify emerging trends and opportunities in the Neurotech and XR sectors, guiding product development and positioning.

LEADERSHIP EXPERIENCE

MENTORSHIP

SINGAPORE

Independent, The Astronaut Collective

January 2023 – Present

- Mentored and guided tertiary students and working professionals seeking to transition into the field of video games and UI/UX design, providing them with valuable insights and support throughout their career journey.
- Conducted personalized mentoring sessions, leading to mentees securing internships, job offers, and career advancements.
- Organized workshops for mentees in collaboration with Singapore Psych Stuff. As part of their mentorship program, I conducted an engaging workshop and shared interdisciplinary UX techniques, bridging the gap between UI/UX design and psychology research.
- Explored the use of behavioral metrics to understand user behavior and incorporated psychological principles into the design process, enabling mentees to create more impactful and user-centric experiences. Provided practical guidance on merging UI/UX design principles with psychology research and documentation, equipping mentees with a unique skill set to enhance user engagement and satisfaction.
- Received enthusiastic feedback from participants, as well as the organizer panel of esteemed psychology professionals and professors, highlighting the workshop's effectiveness in bridging the gap between user-centered design and psychology.

ADAGE CREATIVE GROUP

SINGAPORE

Campaign Manager & Art Director

September 2020 – June 2021

- Supervise multi-functional project teams to develop creative and effective advertising concepts, from ideation through final projects. Shortlisted for 2021 World of Wearable Art for an interactive fine fashion project series on environmentalism.

SUN-DAC (Serving the Differently Aabled)

SINGAPORE

Campaign Manager

June 2020 – June 2021

- Spearheaded marketing awareness campaigns to corporate entities, generating S\$22k in donations.

FOOD VOLUNTEER FOR THE HOMELESS

MILAN

App Designer & Operations Management

November 2019 – January 2020

- Organized resources and managed vendor relationships for homeless food drive in Milan
- Partnered up with founders of Too Good to Go to release an in-app module offering targeting at-risk communities, connecting them to restaurants and stores that have unsold food surplus.