

Ang Yi Xin

DESIGN LEAD / DESIGN ENGINEER

SUMMARY

16 years of experience solving complex problems and crafting intuitive, engaging user experiences across both B2B and B2C software spanning finance, payments, healthcare, government, transport and game development. I bring end-to-end design expertise, from discovery and ideation to implementation and launch. My technical background also enables me to I work seamlessly with PMs and engineers to translate vision into functional, delightful experiences for your customers. Works well in autonomous teams with high agency and ownership.

WORK EXPERIENCE

Open Government Products

Mar 2023 - Aug 2025 . Lead Product Designer

- Led the design and research for the whole-of-government move to single SMS sender ID gov.sg to increase awareness for secure communications channel to 89% of Singapore population
- Led the design and research for DistributeSG, a platform for government agencies to manage all physical items distributions to citizens and households (LKY Coins, Masks, SG60 packs)
- Drove other exploratory initiatives such as maps.gov.sg , OGP Design System revamp and Product report cards revamp (reports.open.gov.sg)

Stripe

Aug 2022 - Nov 2022 . Senior Product Designer (Senior L3) , APAC

- Designed disputes experience especially for first time disputes to reduce support cases by 30%
- Audited and designed refund flow to reduce error and adapted for different payment methods and scenarios such as insufficient funds and within fund reversal window.
- Designed business verification step using third party data for merchant onboarding in APAC

Amazon Web Services

July 2021 - June 2022 . Design Architect, Proserve Innovation Advisory

- Guided AWS's enterprise clients such as BHP, Woodside, Origin Energy, HSBC and Football Australia through the design process.
- Initiated a flexible multi-brand design system to accelerate and streamline prototyping process.
- Led design for a workflow and process editor tool with IOT integration, a radio transcription tool leveraging AWS Transcribe and AI/ML and a smart contract and fees management system leveraging on AWS Textract and QLDB (Quantum Ledger Database).

Government Technology Agency of Singapore (GovTech)

June 2019 - June 2021 . Senior Product Designer, Open Government Products

- Led research and design for multiple platforms (covid payments, RedeemSG CDC vouchers, masks distribution system, vaccine appointment system, government content management system, government data platform).
- Focused on impact through good UX. Increase accuracy by 10x for voucher redemption system, reduce data request process from 3 months to within 10 days on government data platform, build up credibility of a new payments service within 2 weeks, design and develop COVID vaccine appointment system within 3 weeks, total population vaccinated achieved 92%.
- Hired, mentored and grew design team, implemented hiring process and career schema for designers, fostered research and collaboration culture, advocated use of design system within product teams

Nov 2014 - June 2019 . UX Designer, Data Science and AI Division

- Led design for Singapore's mobile app to replace paper parking coupons, Parking.sg, used by 90% of total car population.
- Led design for Beeline.sg - A crowdsourcing bus booking, tracking platform. Design a suite of tools for companies (Grab, SMRT, Comfort Delgro, WRS) to monitor their bus fleets.
- Designed a search tool, Jarvis, for Singapore Police Force officers to reduce search time by 75%

Singapore University of Technology and Design (SUTD)

2012 - 2014 . Digital Content Strategist / Designer/ Game Programme Facilitator

- Designed multiple games and game websites for iOS, Playstation and social games
- Game Innovation Programme - Programme facilitation and content strategy. Mentored 10 junior game artists and planned game development training curriculum for 30-40 tertiary students.
- Design Lead for Programme Website and Application Tracking System

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-  Singapore Citizen

EDUCATION

Design Sprint Masterclass

2021 AJ & Smart

Certified Cloud Practitioner

2021 Amazon Web Services

Software Engineering Immersive

2019 General Assembly Singapore

UX Certificate

2017 Nielsen Norman Group (NN/g)

User Experience Design

2015 General Assembly Singapore

Bachelor of Fine Arts (Digital Animation)

2009 Nanyang Technological University

COMMUNITY

Google Rare Delegate

2022 Google Leadership Academy

Design Mentoring

2022 Personal volunteering

Enhanced Art Programme Speaker

2022 Ministry of Education, Singapore

SKILLS

Design

- User interface design
- Design systems
- Visual design
- Interaction design
- Rapid prototyping

UX/ Research

- User research
- User flows
- Customer journey
- Personas
- User testing
- User interviews
- Design thinking
- Workshop facilitation
- A/B Testing
- Design sprints

Code

- HTML
- CSS/SCSS
- Javascript
- React
- Git
- NextJS
- Typescript
- Tailwind CSS

Tools

- Figma
- Cursor
- Jitter
- Illustrator
- Github
- Premiere Pro
- Google Suite
- Microsoft Office
- VS Code

Languages

- English
- Chinese