

Lee Mei Yi

Senior Product Designer

+65 8126 6227

meiyi90@gmail.com

www.leemeiyi.com

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

Experience

Various Agencies / Freelance Senior Designer

Sep 2024 – Present

Working independently with agencies to deliver comprehensive design solutions, from user research and prototyping to project coordination. Focused on creating intuitive, user-focused experiences across various digital platforms and industries.

Singtel / Senior Experience Designer

Jan 2016 – Sep 2024

Led UX design across key digital products including Singtel eSIM, Rewards, Prepaid hi!App, and HungryGoWhere. These projects required close collaboration with product owners, developers and researchers in agile environments. Responsibilities included conducting user research, facilitating workshops, building interactive prototypes in **Figma**, contributed to **service design strategy** and evolved internal **design systems** to ensure consistency and usability across digital products.

Achievements

Singtel eSIM (2023 – 2024)

- Designed a unified eSIM journey across Postpaid, GOMO, Prepaid and Enterprise, **reducing redesign and development effort by 50%**.
- Achieved **67.6% eSIM adoption** for GOMO, contributing to **>\$128K in cost savings**.
- Received Singtel Group IT “**Award of Excellence**” for outstanding contributions to eSIM initiatives.

Singtel Rewards (2021 – 2024)

- Led end-to-end redesign of the rewards experience, resulting in a **740% increase in user engagement**.
- Enhanced deal discovery and browsing flow, leading to a **54.5% increase in page views** and a **40% uplift in click-throughs** to partner deals within 3 months.

Prepaid hi!App (2016 – 2021)

- Redesigned top-up experience, **increasing monthly active users by 250%** and **top-up revenue by 150%**.
- App ranked **#1 “Top Free Tool” on Google Play** (2019).
- Recognised with Singtel **CEO Quarterly Team Awards** (2016, 2017) and **EAGLE Award for Digital Excellence** (2018).

HungryGoWhere (2018 – 2019)

- Overhauled reservation flow, resulting in a **7.1% increase in monthly active users**.
- Won **Bronze (UI/UX)** and **Silver (Best in eCommerce)** at Asia eCommerce Awards 2019.

Education

Nanyang Polytechnic

Diploma in Digital Media Design with Merit
2008 – 2011

Certifications

LUMA Institute

Certified Practitioner Of Human-Centered Design
Apr 2021

Singapore University of Technology and Design (SUTD)

Completion Of Design Innovation Bootcamp
Sep 2019

Skills

UX & UI Design
Service Design
Design Systems
User Research & Testing
Stakeholder Facilitation
Agile & Cross-functional Collaboration
Journey Mapping
Prototyping
Lottie Animation

Tools

Adobe Photoshop, Illustrator, After Effects
Figma
Miro
Fullstory
Maze
Sketch

Languages

English
Chinese

Various Agencies / Freelance Art Director

Dec 2013 – Jan 2016

- **Collaborated with leading agencies** including SapientNitro, BBDO Proximity, Zeno Group, and Noisy Crayons to conceptualise and **design digital campaigns, social content, microsites, eDMs** and account pitch materials.
- **Co-developed a Medication Advisor mobile app prototype** in collaboration with **Stanford University students**, aimed at improving Atrial Fibrillation management through personalised medication tracking and reminders.

Splash Productions / Web Designer

May 2013 – Nov 2013

- **Independently led end-to-end design projects**, from gathering client requirements to conceptualising and delivering responsive web experiences.
- Designed **e-commerce sites, microsites and annual report websites**, ensuring strong UX and visual consistency across devices.
- **Partnered with developers** to ensure accurate implementation of design specifications and smooth handoff.

Red Fuse / Digital Designer

Oct 2012 – Dec 2012, Hong Kong

- Completed a **3-month design exchange stint at Red Fuse** (Wunderman exchange program).
- **Conceptualised and designed mobile app experiences** for multiple Colgate regional campaigns, focusing on user engagement and campaign objectives.

Wunderman / Designer

May 2011 – Apr 2013

- **Lead UI design** for the **Starbucks Mobile App pitch**, successfully integrating Starbucks' brand identity into the app design.
- Conceptualised and designed for **account pitches, web and mobile experiences, banners and eDMs**.
- Contributed to winning major accounts including **PONDS** and **Starbucks** through compelling design leadership and brand alignment.