Chin SeoHee

Product Designer

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Singapore

Product designer with a multicultural lens shaped by my roots in Korea and professional experience in Singapore, giving me a sharp instinct for how diverse users think and behave. I design interfaces that go beyond visual polish — focusing on intuitive, practical experiences that solve real problems.

As an in-house designer at a tech startup, I work closely with cross-functional teams to define problems, explore user-centered directions, and ship solutions that balance functionality, business goals, and aesthetics. I bring a continuous improvement mindset, using research and feedback loops to iterate toward products that create a lasting sense of ease and satisfaction in everyday use.

Education

RMIT University Aug 2023 - Jun 2024

Bachelor of Design - Communication Design
- Distinction Student

Lasalle College of the Arts Aug 2019 - Aug 2023

Diploma in Design for Communication and Experiences
- Distinction Student

Work Experiences

ELXA Jul 2024 - Current

Led the LYNC project, identifying key limitations in the existing product eLSA and revamping it into a new platform, LYNC.

Built a design system to establish a more structured, AI-friendly workflow across the design and tech teams.

CJ SE Asia Pte. Ltd Jul 2022 - Dec 2022

Managed digital marketing for CJ SE Asia Pte. Ltd.

Designed all marketing collateral for Bibigo Kitchen.

Led the identity setup for the newly launched brand ‘HanGrut’, including its logotype.

Developed creative design for marketing packages, including print materials, brochures, banners and signs.

Managed, coordinated, created and scheduled content of company’s social media.

EriseD Jun 2021 - Feb 2022

Led the brand identity and logotype for a newly launched fashion brand.

Set up the main identity and concept of the capsule collection.

Created the brand's main pattern through illustration.

Designed packaging, name cards, stickers and postcards.

Projects

Company Projects

Lync Jan 2025 - Jul 2026

- Eliminated the need to open a detail page to distinguish records in the main grid by rebuilding column priority around identification — moving primary identifiers forward, removing values that did not contribute to distinguishing a record, and widening sections where truncation cut off critical values.
- Reduced routine value edits from a multi-slider sequence to a single in-place action by splitting editing into two paths matched to task weight, and replaced the return-to-grid behavior with a post-save confirmation dialog so users could verify changes without re-opening the record.
- Made the detail view answerable at a glance by restructuring it into cards and sections ordered by decision priority, grouping fields that must be read together rather than listing them in source order.
- Expanded mobile from a limited feature subset to core product parity across 9 modules by treating mobile as an independent product rather than a scaled web layout — rewriting list rows to identify rather than reproduce records, aligning declared screen state with actual control behavior, and replacing decorative icons with language.
- Delivered the full redesign across web and native mobile as the sole designer — 9 core modules, 45+ sub-modules — from problem definition through UI execution, working directly with engineers to ship into the live product.

Award Projects

D&AD New Blood Awards Jan 2023 - Mar 2023

Proposed a new direction for eBay to bring Gen Z to its marketplace to sell their preloved items, rather than to competitors.

Red Dot Award : Concept Nov 2020 - Apr 2021

Participated in the Red Dot Award, supporting teamwork through continuous communication and problem-solving. On that basis, I led our team to pass the pre-judging evaluation in our first award entry.

Skills

Design

Figma, Wireframing, Visual (Graphic) Design, Motion Graphic Design, Illustration, User Research, Design Systems, Product Strategy, AI tools (Claude, Cursor)

Language

- English (Professional working proficiency)
- Korean (Native)