

CHARLENE YONG

Experience design leader with 10 years in design, including 8 in UX/UI. Leads a regional design team across 7 consumer brands, connecting digital and in-store journeys with the people, processes and shared systems behind them. Uses customer research, analytics and practical AI workflows to guide product decisions and reduce avoidable work.

UX/UI Design Lead | Jan 2023 – Present
SWEE LEE / VISTA MUSICAL INSTRUMENTS

- Built and led the UX practice for 7 consumer brands across 8 markets, directing a 3-person design team while owning research and product decisions end to end.
- Ran A/B tests and shipped UI changes across storefronts serving 200,000+ monthly users.
- Rebuilt the customer research programme, consolidating 3 legacy surveys and lifting quarterly participation 42% with a new checkout entry point.
- Led a site-wide navigation revamp from card-sorting research with navigation satisfaction improving over 3 years since.
- Turned dead-end product pages into continuation paths. 17,883 users engaged the stock indicator across 3 markets, with use sustained over time.
- Diagnosed problems behind the interface, tracing a kiosk decline to stale content and rerouted traffic, and specifying the tracking needed to link feature use to sales.
- Governed a shared design system across 5 Shopify stores, improving page-load speed by 20%. Introduced AI into production workflows from 2024 for imagery, product copy and brief screening, cutting content production time by 35%.

PAST EMPLOYMENT

- Senior UX Strategist & Consultant | Dec 2020 - Jan 2023
KPMG DIGITAL VILLAGE, ADVISORY
- Designed client reskins of UNIFY, KPMG’s white-label customer experience platform, for BMW and STB, working with the UNIFY product owner to keep one core platform adaptable across brands. Each implementation billed over SGD 175K.
 - Facilitated UX workshops and ideation for KONE on a difficult growth problem: how to drive lift sales when customers typically only upgrade every 10 years or so.
 - Led design-thinking workshops for Johnson & Johnson’s contact lens ESG initiative, which ended with the client selecting a recycling programme to pursue.
 - Established reusable design systems and governance, so one platform could be reskinned across multiple client brands.
 - Hired and mentored designers across client engagements.

- UI Contractor | May 2020 - Dec 2020 (concurrent contract)
ARC COMMUNITY REDISCOVERED
- Sole designer partnering with the board, product manager, and tech lead to take a community platform from concept to launch.
 - Guided 2 product pivots through user testing and market feedback, delivering a validated MVP within 8 months.
 - Established the design system and UX architecture for subsequent development.

- UI Designer & UX Researcher | Apr 2019 - Oct 2020
PLUS65 INTERACTIVE
- Designed and prototyped blockchain-enabled CRM and payment products for Chinese B2B clients.
 - Partnered with engineers to deliver responsive user flows and improve usability-testing turnaround by 25%.

- UI Designer & UX Researcher | Sep 2018 - Mar 2019
REASSEMBLE
- Conducted UX research and interface design for digital products serving international clients.
 - Improved collaboration across distributed product, engineering, and project teams, reducing feedback turnaround time.

SKILLS

EXPERIENCE STRATEGY / PRODUCT EXPERIENCE /
DESIGN LEADERSHIP / TEAM MENTORING /
DESIGN THINKING / CROSS-FUNCTIONAL
LEADERSHIP / USER RESEARCH & TESTING /
SERVICE DESIGN / OMNICHANNEL EXPERIENCE /
DESIGN SYSTEMS / RAPID PROTOTYPING /
DESIGN GOVERNANCE / PRODUCT R&D /
AI-ASSISTED DESIGN / ANALYTICS

EDUCATIONAL QUALIFICATIONS

DIPLOMA IN COMMUNICATION DESIGN
TEMASEK POLYTECHNIC DESIGN SCHOOL
In-Person Diploma, 2014 to 2017

UXDI BY GENERAL ASSEMBLY
In-Person Certificate, 2018

DESIGN THINKING PRACTISE-3
BY EMERGE CREATIVES GROUP LLP
In-Person Certificate, 2024

AI FOR UX DESIGN BY DESIGN LAB
Online Certificate, 2025

LANGUAGES

ENGLISH & MANDARIN { Written & Spoken }

David Nam (Le Trieu Hai Nam)
Managing Director of Vista Musical Instruments

Talal Ikhwan
ex-KPMG, Head of Digital Village

Tang HongXiang
Head of Design, HSBC Life