

Zack Chia

Design, Product & Business

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Education

Edinburgh Napier University

Bachelor of Arts (BA),
Business Management

General Assembly

User Experience Design

Blackburn College (UK)

Diploma, Design and Visual
communications

Temasek Polytechnic

Diploma, Information Technology

Honorable Mentions

Design Trainer / Jan 2022 - Present

Vertical Institute

Coach, facilitate, and deliver UX
Design programs from Vertical
Institute to individuals seeking to
start their career in the UX and UI
industry.

Design Trainer / Sep 2015 - Present

First Media Design School

Workshops and WDA course
facilitation for young aspiring
industry professionals looking to
start a career in design.

Experience

UOB Mighty & TMRW / Mar 2020 - Present

Design Lead, UOB Mighty and TMRW

Design/Discovery lead for Mighty/TMRW's digital customer onboarding, segmentation and loyalty projects. Leading research, design and delivery for regional onboarding (eKYC), Digital bank experience and Lifestyle.

- Launched SG/MY Digital onboarding: onboard new to bank customers in less than 5 minutes.
- Launched Mighty Lifestyle
- Lead user testing to validate new design, resulting in new uptake for merchant deals and positive NPS scorings
- Customer segmentation for UOB TMRW

Shopback / Jul 2019 - Jan 2020

Product Designer

Working on the UX of Shopback Online and Shopback GO. Lead research direction and facilitate workshops with stakeholders and users. Lead and mentor designers for design system and UX research.

- UX research and audit on Shopback online
- UX workshops for Shopback GO

Experian / Jan 2019 - Jul 2019

Design Lead

Leading the UX / UI / Product design at Experian X Labs
Product Ideation: Rapid prototyping, Proof of Concepts for the design of new product ideas.

- POC for internal app for HR: Hoptkin
- POC for internal Experian Lab web
- POC for Agriculture Insurance
- POC for Debt collection
- POC for B2B Loan approval platform
- Property GURU sprint workshop

Experience

EASTMAN / Jan 2014 - Jun 2018

Creative Director/Architect, Performance Films PFS

Creative Director / Design Head (HQ/Asia) for Solutia Eastman's performance film brands: V-Kool, Huper Optik, iQue, LLumar (Asia). Creative partner for Eastman APAC brand/marketing team.

Responsible for creative implementation and strategic creative execution for three global brands. Curation of creative assets including Corporate Identity refresh, Brand collaterals, Digital CRM, Retail space design, Integrated Campaign (Regional), packaging design and trade show event planning.

PICO / Jul 2013 - Dec 2013

Creative Director/Graphic, Digital

Leading the graphic team in PICO. Collaborating with Integrated Division for Retail Activation, BTL innovation and TBA (Total Brand Activation) business units on events and experience activation projects for key accounts.

BBDO / Sep 2009 - Sep 2012

Head of Design, Design Director, Harddrive

Head of Design for BBDO Harddrive. Working on projects through collaboration with BBDO(ATL) on new account pitches. Handled both below the line and above the line projects.

Successfully launch through the line work for Mercedes, SingTel, NETS, Pepsi, Aviva, Drypers, Fonterra, DBS, Blackberry, TOMTOM, and CapitaMall.

Art Director / Designer / Jan 2006 - Dec 2008

Worked as a creative in several brand and design agencies.

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