





Adriano Wong

Aiming to build well-designed products that simplify life, leveraging extensive experience in product design, UX/UI, and leadership to drive impactful user experiences.

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Design & Prototyping

Figma, Adobe XD, Sketch

Methodologies

Agile, Double Diamond Design Thinking

Research & Collaboration

Team Mentorship, Cross-functional Collaboration

Media

3D, Branding, Multimedia Design, Visual and Graphic Designs

Leadership

Team Mentorship, Cross-functional Collaboration

Language

Proficiency in English, Chinese & Bahasa Indonesia.

Principal Product Designer

SYFE | 2023 - Present

- Spearheaded and lead the strategic overhaul of both web and app interfaces, elevating the customer experience and enhancing user value. Proficiently addressed user pain points while aligning with business objectives, optimizing the user journey, pushing for a holistic design system and processes, contributing to a successful SGD 36M funding round.
- Demonstrated adeptness in cross-departmental collaborations and stakeholder management, orchestrating successful projects spanning Singapore, Hong Kong, and Australia.
 - Reduced onboarding flow by 60%, increasing user conversion by 15% with a new unified process.
 - Created a unique bottom navigation tab, boosting cross-selling and increasing brokerage transactions by 5x in July 2024.
 - Initiated a portfolio recommender, encouraging users to diversify by recommending a basket of portfolios tailored to their risk profiles through a questionnaire with a 90% completion rate, enhancing user engagement.
 - Implemented churn-reducing engagement nudges by providing timely market updates during downturns.
 - Introduced investment bundles, such as the “Magnificent 7” and “AI Revolution,” allowing users to invest in themed ETF-like baskets of trending stocks.
 - Launched “Syfe for Kids”, creating a delightful experience by allowing parents to tag their children's names on portfolios, addressing a common user practice of naming portfolios after their children's goals.
 - Designed a Protected Portfolio, offering up to 98% protection against losses, helping users safeguard their investments during market downturns.
 - Developed new pricing and tier models, enhancing clarity and benefits for users.
 - Led the design for accredited investors within two weeks, significantly increasing AUM by approximately 70% of the target amount.
 - Created a new graph experience with a cleaner, minimalist UI and haptic feedback, aligning with industry standards in brokerage graph design.

PAST EXPERIENCES

Senior UX/UI Designer

GRABHEALTH | 2020 - 2022

- Facilitated healthcare access by linking professionals with patients in Thailand and Indonesia, transcending time and location constraints.
- Continuously enhance design systems by collaborating with Ping An Good Doctor's diverse team, incorporating trends, user feedback, and data analysis.
- Aligned with partners such as Lippo, AXA, and SCB Bank, providing optimal user experiences and enabling seamless insurance connections for accessible healthcare services.

Product Design Lead

GIGI, ALPHA SUPPLY CHAIN | 2019 - 2020

- Lead end-to-end product design, marketing and branding for Gigi, Thailand fashion marketplace mobile app, business portal for B2B B2C.
- Understanding behaviour of local fashion buyers, giving users an alternative to fashion purchase and shop owners an all-in-one app to track their sales & SKU.

Product Design Lead

POLICYPAL, PAL NETWORK | 2018 - 2019

- Develop mobile app, web and blockchain softwares. Plan new insurance products’ user story, copy, enabling user to understand product with better user experience.

UI/UX Specialist

AP ORIGIN, VRZONE | 2015 - 2017

- Leading design with dev team on planning user story, analytics for solutions such as: CoCadre (MAS Integrated Engagement App), 3D data visualisation solution, Razer, Johnson Controls & Schneider.

UI/UX, Multimedia 3D

FREELANCE | 2015 - PRESENT

- Multimedia/UIUX, graphics for Munich Re, Asus, Belkin, AirNewZealand, Singapore Kindness Movement, SG startups agencies, Anacle SG, etc. Clinched 3D Event booth designs, materials for Changi Airport Group, CapitalLand and Sesame’s Street.