

# Gladdys Choo

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I am passionate about connecting with people from all walks of life, and creating meaningful interactions. With a background in Business, Human Resources, and Design, I bring empathy and problem-solving skills to my work. Known for my warm, adaptable, and collaborative nature, I excel at building trust and supporting teams.

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## Education

### ACADEMY OF HUMAN DEVELOPMENT (AHD)

WSQ - Practical Counselling (Basic)  
Jan 2025 - Jan 2025

### GENERAL ASSEMBLY SG

Certificate in UX Design Immersive  
Apr 2021 - Jul 2021

### NANYANG TECHNOLOGICAL UNIVERSITY (NTU)

Bachelor of Business with Honours,  
specialisation in Human Resource Consulting  
Aug 2017 - May 2020

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## Skills

Interviewing | User Research | Workshop Facilitation | Wireframing | Interactive Prototyping | Customer Journey Mapping | Collaboration | Active Listening | Empathy

Microsoft Office | Google Workspace | Figma | Optimal Workshop | Adobe Photoshop | Miro | Salesforce

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## Languages

English | Mandarin | Cantonese

## Professional Experience

### INTERACTION DESIGNER (UI/UX) ACCENTURE SONG

Mar 2023 - Dec 2024

- Leveraged strong interpersonal and analytical skills to understand user needs on apps and websites through interviews, design workshops, and research.
- Worked directly with stakeholders and clients to facilitate workshops and usability testing, gathering valuable motivational and behavioural insights.
- Translated initial product concepts into structured information and screen flows.
- Prototyped digital experiences from low to high fidelity.
- Collaborated with design, research, development, and client teams, to ensure user-centred solutions.
- Created mock up screens and PowerPoint presentations to support ongoing tender efforts.

### UI/UX DESIGNER PSA INTERNATIONAL PTE LTD

Oct 2021 - Feb 2023

- Conducted user and business research to identify pain points and improve outdated internal systems.
- Led focus group discussions and gathered feedback to improve usability of systems.
- Translated business and user requirements into screen flows and interactive prototypes.
- Co-led design reviews to resolve issues, and promote collaboration with business and development teams.
- Managed partnership with an external UX vendor.

### HUMAN RESOURCES OPERATIONS SPECIALIST JANIO ASIA

May 2020 - Apr 2021

- Managed full employee life cycle from onboarding to offboarding, including work pass administration.
- Managed the full recruitment process from sourcing to hiring in Singapore and India.

## Volunteering

### **UI/UX DESIGNER** BETTER.SG

Aug 2021 – Feb 2022

Designed and co-created a mobile app that improves on-ground coordination for social workers at an outreach centre.

### **FOOD RATION DISTRIBUTION & EVENT OPERATIONS**

HENDERSON COMMUNITY CLUB

Aug 2017 – Mar 2021

Co-led the NBS-Henderson Interfaith Goodwill Store food distribution program as student chairperson, recruiting and managing NTU volunteers, coordinating monthly distributions for rental flat residents, and collaborating with key stakeholders like Teen Challenge Enterprises, South-Central Community FSC, and Youth Corps. Organised outreach initiatives to assist residents with official online applications.

### **TEACHING VOLUNTEER**

NTU WELFARE SERVICE CLUB

Aug 2017 – Dec 2021

Conducted weekly academic coaching for children in the Tweens Club Sengkang (TSC) programme to develop learning skills and character building.

- Mentored a trainee to co-lead a new recruitment initiative for Technology talents in India.
- Held regular meetings with 35 employees to address concerns and improve communication.
- Collaborated with 6-line managers and HODs on sensitive employee matters.
- Coordinated with external stakeholders, such as recruitment and employee placement vendors, ensuring compliance with employment laws.

### **TALENT ACQUISITION INTERN** SLEEK SINGAPORE

Jan 2020 – Apr 2020

- Managed the full recruitment process from sourcing to hiring in Singapore and Philippines.
- Organised campus outreach event to connect with and recruit emerging talents.

### **PEOPLE & CULTURE INTERN** CIRCLES.LIFE

May 2019 – Aug 2019

- Led the onboarding process for new employees.
- Managed daily HR Operations, providing timely responses and resolutions to employee inquiries.

### **STUDENT PLACEMENT AND SERVICES DIVISION INTERN**

MINISTRY OF EDUCATION (MOE)

May 2018 – Jul 2018

- Coordinated research efforts for a cross-team behavioural insights project.
- Recruited research participants through cold calling, emailing, and personal network.
- Conducted 20 in-depth interviews and transcribed audio recordings for analysis.
- Planned and facilitated design thinking workshop to synthesise qualitative research findings.

### **CUSTOMER SERVICE STAFF (FRONTLINE KIOSK)**

CENTRAL PROVIDENT FUND BOARD (CPFBoard)

Mar 2017 – Jun 2017

- Analysed needs of public members and provided tailored support services.
- Managed ground operations to ensure smooth and personalised experience for public members.