

Gladdys Choo

As a dynamic and versatile individual, I enjoy applying creativity on complex topics. My diverse experiences across Design, Business, and HR allow me to connect well with stakeholders, and approach ideas in an analytical and meaningful way. It brings me joy to positively impact lives!

Recent Work Experience

Interaction Designer (UXUI)

Accenture Song
March 2023 - Present

- Exploring pain points and opportunities through different mediums and approaches (ie. interview, discovery workshop, user story map, concept and user testing)
- Translating initial product concepts into structured information & screen flows
- Prototyping digital experiences across multiple fidelity during design processes
- Design language system (DLS) documentation
- Collaborating with design research, product design, development, and client teams to ensure alignment to design intent in serving users

UIUX Designer, B2B

PSA International
October 2021 - February 2023

- Explored pain points and opportunities for revamping existing product design with business and software engineering stakeholders (ie. Focus Group Discussions)
- Conducted design reviews across teams to identify and prioritise usability problems
- Translated business and user requirements into screen flows and interactive prototypes
- Created and maintained UI design system, and collaborated with software architects to ensure reusable common UI components are feasible and implemented
- Conducted design critique sessions to govern product design and advocate for user-centric design approach across teams

HR Operations Specialist

Janio Asia
May 2020 - April 2021

- HR Business Partner for Regional Operations, Commercial, Product, and Tech teams to manage end-to-end employee lifecycle for 35 employees
- Collaborated with 6 line managers and Head of Departments to surface employee concerns and resolve people matters promptly
- Managed and optimised candidate experience in end-to-end recruitment processes
- Inducted new employees and ensured a positive experience through onboarding

Past UX Projects

UX Researcher

Glean.sg
September 2021 - October 2021

- Independently sourced and recruited users for user interviews
- Analysed user research to identify opportunities to improve website conversion rates

UX/UI Designer

Analytico Asia
June 2021 - July 2021

- Conducted heuristic evaluation, user interview, and usability testing sessions
- Redesigned website to increase conversion rates for data solutions client

Education

General Assembly


UX Design Immersive: Singapore
April 2021 - July 2021

Nanyang Technological University (NTU)

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

 gladdyschoo.com

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Skills

- User Experience Design (UX)
- User Interface Design (UI)
- User Research
- Interviewing
- Workshop Facilitation
- Wireframing
- Interactive Prototyping
- User Testing
- Competitive Analysis
- Customer Journey Mapping

Tools

Design

- Figma
- Adobe Photoshop

Research

- Optimal Workshop

Project Management

- Miro
- Mural
- Jira
- Notion
- Trello
- MS Teams
- GSuite
- Slack

Languages

- English (native)
- Mandarin (native)
- Cantonese (fluent)

Hobbies

- Photography
- Exploring places on foot
- Sketching & drawing