

CHARLOTTE CHIEW

PRODUCT DESIGNER | SGPR

CONTACT

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<https://www.charlotte-chiew.com>

100 Grange Road, 249591 SG

EDUCATION

Bachelor of Science in Psychology (Hons)
University of Nottingham

2019 - 2022

Second-upper class

CERTIFICATES

Vertical Institute User Experience Design
Bootcamp (Feb 2024)

Certificate of Employment Intermediaries
(Mar 2023)

SKILLS

User Research

Figma

Jira

Prototyping

Design Thinking

Video Editing

REFERRAL

Stefie Chin (Senior Product Designer)
NTUC Health Co-operative Limited
stefie.chin@fairpricegroup.sg

PROFILE

User research-driven individual with a background in psychology, eager to leverage user-centric design skills. My sales experience has sharpened my ability to communicate effectively with clients, which is key for collaborating with designers and product managers. Currently, I'm a product design apprentice at NTUC Health, where I'm helping develop a unified B2B website for internal business users in healthcare services.

WORK EXPERIENCE

Product Designer Apprentice

NTUC Health Co-operative Limited

Aug 2024 - Apr 2025

- Collaborated with 4 product managers on respective aspects of NTUC Health B2B website to over 5 business units including day care, home care, day rehab centres
- Design solutions: volunteer management system, appointment scheduling, referral to care services for elderly clients, clients' service plans, user validation
- Presented medium-sized UX case study alone with 2 product managers and 4 stakeholders (solution for recurrent options in arranging volunteering activities)
- Reviewed over 5 designs implemented in QA prior to deployment to UAT
- Conducted heuristic evaluations on pages for future improvements
- Conducted thematic data analysis from a survey of approximately 400 users' feedback with the team
- Created flowcharts on specific pages based on 4 business users' use cases

Recruitment Consultant

RN Care Pte Ltd.

Apr 2023 - Jan 2024

- Handled the recruitment of the Corporate Division in a team of 6 consultants
- Managed 5 clients and candidates accordingly regarding interview arrangements and salary negotiations
- Assisting with candidates' smooth onboarding processes
- Achieved monthly sales of \$10k - \$16k on the 3rd month onwards
- Conducted over 50 cold calls per day and secured 4 clients within 3 months

Talent Acquisition Intern

KPMG Malaysia

Oct 2022 - Feb 2023

- Managed the applicant tracking system to source and screen suitable candidates
- Completion of documentation to ensure smooth onboarding for over 100 hired associates
- Ensured smooth execution of Dual Program 2022 for accounting graduates in Audit and Tax