AUNG SHWE OO

SENIOR UX DESIGNER | ENTERPRISE PRODUCTS & COMPLEX WORKFLOWS

Singapore PR | +65 9423 7525 | hello@shwe-oo.com | linkedin.com/in/shweoo

Portfolio: neonovar.com • **Profile:** shwe-oo.com

SUMMARY

Senior UX and Product Designer with **20+ years** across digital design, enterprise UX and product delivery, specialising in complex workflow-based products, systems thinking and end-to-end interaction design across banking, insurance and education. At Azqore, reframed a roughly seven-screen private-banking brief into **end-to-end Relationship Manager workflows**, translating user needs, business rules, system dependencies and technical constraints into clear information architecture, interaction behaviour and reusable design patterns. Experienced in user and stakeholder research, usability testing, co-design workshops and **Figma prototyping**, working closely with Product and Engineering from discovery through implementation and release.

CORE CAPABILITIES

- **Systems Thinking & Product Discovery:** complex workflows • requirements synthesis • journey mapping • system states & edge cases
- **Interaction Design & Prototyping:** information architecture • user flows • wireframing • Figma lo-fi to hi-fi prototyping
- **Research & Co-Design:** user/stakeholder research • usability testing • workshops & co-design • insight synthesis
- **Visual Design & Implementation:** typography & visual hierarchy • responsive UI • design systems • implementation review

EXPERIENCE

INDEPENDENT PRODUCT & AI PROJECTS | Product Builder | Singapore | 2024–Present

- **AI-Assisted Product Design & Delivery:** Built and launched **live AI-assisted web experiences** from requirements and information architecture through **Figma design**, AI-assisted implementation, testing and deployment, using AI across discovery, content, design and implementation.
- **Human-in-the-Loop (HITL) Workflow Design:** Designed repeatable workflows with **n8n and local/cloud LLMs**, reducing a recurring document-preparation process from **~20 minutes to ~5 minutes per run** while retaining human review at key decision points.

CAPGEMINI SINGAPORE | UX Consultant, Scrum Master & Business Analyst | Oct 2018 – Mar 2024

Selected UX/Product Design work included a Senior UX Consultant engagement with Azqore across complex private-banking workflows, design systems, legacy modernisation and implementation, alongside regulated product discovery for DBS.

- **Portfolio Management UX & Interaction Design:** Reframed a roughly seven-screen UI adaptation brief into **four end-to-end Relationship Manager workflows** for a next-generation portfolio-management product. With the Product Owner/RM, KBA/SME and engineers, redefined IA and interaction behaviour, produced lo-fi to hi-fi prototypes, extended the shared design system with **reusable advanced patterns** and guided implementation through design reviews and technical constraints.
- **Legacy UX Modernisation & Production Delivery:** Audited a fragmented private-banking front end, established a style baseline and design rules **adopted by design and development teams** to prevent further UI divergence, and defined coexistence rules with architecture and engineering for legacy/new AngularJS and Node.js patterns. Also

designed and prototyped multiple back-office banking features through business sign-off and **live release**, using implementation-review checkpoints to catch design-system and interaction inconsistencies before release.

- **Design Systems & Scalable Patterns:** Helped establish a shared design foundation for next-generation private-banking products, adapting an inherited enterprise component system into product-specific patterns, usage standards and implementation-review gates while supporting rollout across **multiple product teams**. Worked with design, architecture and front-end leads across Singapore, Lausanne and India and co-developed a proposed **design-to-code model** spanning documentation, Figma, Storybook, Angular components and NPM delivery.
- **Regulated Product Discovery & Cross-Functional Collaboration:** At DBS, reframed AML and watch-list problems into clearer product structures, mapping users, controls, dependencies and end-to-end journeys to shape product vision and priorities. Helped lead an **8-person cross-functional name-screening team**, introducing a controlled baseline and **audit-ready triage** for complex tuning work.

DIRECTASIA INSURANCE, SINGAPORE | UX Manager | May 2018 – Sep 2018

- **Digital Experience Research & Optimisation:** Combined analytics, **A/B testing**, session evidence and customer research to map **funnel friction** and prioritise high-value improvements for motor and travel journeys with Marketing, analytics and engineering.
- **Product UX & Shipped Interaction Patterns:** Reframed buried insurance add-ons into a clearer responsive selection experience, taking the concept through detailed UI, developer collaboration and **production launch** while establishing **reusable patterns** for optional benefits.
- **Responsive UX & Digital Delivery:** Worked across a matrixed digital team on **responsive UI**, CSS handoff and implementation troubleshooting, while helping maintain design quality through delivery. Also supported a **CMS upgrade and content migration** through completion, validating content, links and SEO-sensitive legacy pages.

INDEPENDENT UX CONSULTANT, SINGAPORE | Apr 2017 – May 2018

- **End-to-End UX & Product Consulting:** Owned UX engagements for SMEs, reframing **ambiguous briefs** into clear product/service problems and taking work from discovery and IA through interaction design, prototyping and implementation-ready delivery.
- **Co-Design & Stakeholder Facilitation:** Facilitated co-design sessions aligning requirements, user journeys and implementation direction across digital and multidisciplinary design challenges.

AVIVA, SINGAPORE | UX Consultant | Jan 2016 – Mar 2017

- **Product Reframing & End-to-End UX:** Reframed a spreadsheet-to-mobile field lead-management brief around agents' day-to-day **jobs-to-be-done**, translating lead allocation, prospecting, appointments and status updates into a mobile Contact Book + Calendar experience. Took the product from discovery through stakeholder alignment, **development and launch**, enabling in-flow status updates instead of later spreadsheet reporting.
- **UX Practice & Process Establishment:** Introduced Aviva's UX working process where **no dedicated UX practice existed**, establishing an iterative approach from strategy and scope through structure, interaction and visual design. Embedded research, jobs-to-be-done, journey modelling, wireframing and prototyping into project work; the approach became the **working model for UX delivery** across the engagement.
- **Shipped Product & Operational Dashboard UX:** Designed and refined **two insurance-product journeys** within Aviva's existing iPad sales platform through production, working through complex form and Bootstrap constraints with business stakeholders and developers. Separately designed an **SLA-monitoring dashboard** implemented and used by IT operations; positive response led to a Version 2 proposal.

NGEE ANN POLYTECHNIC, SINGAPORE | Web & Multidisciplinary Designer | Feb 2011 – Feb 2015

- **Web UX, Information Architecture & Process Improvement:** Owned design for institutional and public-facing web initiatives, translating fragmented requirements into clearer IA, page structures and interactions. For open-house and graduation sites, prioritised frequently requested visitor information while shifting projects from a visual-first review model to **requirements and IA before visual design**, reducing downstream clarification and revision.

- **Design-to-Code Collaboration:** Took approved concepts into structured **HTML/CSS** using reusable grid and front-end conventions, partnering with IT for **SharePoint integration** and contributing to internal and community design workshops and knowledge sharing.

EARLIER DESIGN, CONSULTING & TRAINING EXPERIENCE, SINGAPORE

Resident Designer • Freelance Design Consultant • Multimedia Trainer | 2002 – 2007; selected independent work through 2018

- **Project Delivery:** Delivered **60+ projects** across websites, digital products, mobile experiences, interactive media, motion, branding and print for SMEs, agencies and education clients.
- **Multidisciplinary Design:** Managed work from brief and concept through prototyping, review and final delivery across digital and visual-design engagements.
- **Training & Capability Building:** Delivered diploma-level multimedia training and practical digital-design workshops alongside client work.

ADDITIONAL FACILITATION & LEADERSHIP EXPERIENCE

HUMBLELAB, SINGAPORE / MYANMAR | Coach & Team Lead | Nov 2013 – Dec 2019

- **Experience & Workshop Design:** Designed end-to-end participant experiences from small workshops to multi-day programmes and events of **up to roughly 120 participants**, shaping content, facilitation, activity sequencing and **service touchpoints** around participant needs and energy.
- **Coaching & Capability Building:** Coached founders and SME owners through business-model design, value-proposition development, prototyping and structured problem solving, while bringing **former participants into delivery roles** to build capability.
- **Team Leadership & Delivery:** Co-founded and led a small **cross-disciplinary social-enterprise team** designing and delivering participatory workshops, hackathons and startup programmes; assembled **mixed professional and volunteer crews** and coordinated coaches, facilitators and partners.

EDUCATION & CREDENTIALS

• Master in Design (Digital Media) — *Raffles College of Design and Commerce, Sydney, Australia* | 2008–2010
• Diploma in Digital Media Design (3D Animation) — *Nanyang Polytechnic, Singapore* | 1999–2002
• International Diploma in Computer Studies (IDCS) — *KMD / NCC Education, Yangon, Myanmar* | 1999
• Product Management Certified: Core — *Product-Led Alliance* | 2024
• ICAgile Certified Professional — Agile Coaching | 2024
• PSPO I — *Scrum.org* | 2024 • PSM I — *Scrum.org* | 2022
• Business Model & Value Proposition Masterclass — *Strategyzer* | 2017

TOOLS & LANGUAGES

Design & Prototyping: Figma, Sketch, Adobe Creative Suite | **Research & Analytics:** Google Analytics, Optimizely, Mixpanel, Hotjar, SessionCam | **Collaboration & Delivery:** Jira, Confluence, Miro, FigJam

Product & Strategy: Aha!, ProdPad, Business Model Canvas, Value Proposition Canvas | **Methods:** design thinking, continuous discovery, agile delivery, user-story mapping, workshop facilitation | **AI-Assisted Design & Prototyping:** research synthesis, design exploration, workflow prototyping and AI-assisted implementation using ChatGPT/Codex, Gemini and n8n

Languages: English — Full professional proficiency | Myanmar — Native proficiency | **Work authorization:** Singapore PR | Open to regional travel, remote collaboration and relocation