

Zoe Seah

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SUMMARY

Customer- and user-centric professional with hands-on experience in CX/UX research, digital product development, and cross-functional project management. Proven ability to map user journeys, translate qualitative and quantitative feedback into actionable insights, and support digital transformation initiatives across public and private sector contexts. Strong communicator with experience presenting insights, coordinating stakeholders, and improving service experiences through data-informed design and operational improvements.

SKILLS

CX & UX: Customer Experience Strategy, User Journey Mapping, Service Design, User Research, Feedback Analysis
Data & Insights: Survey Design, Qualitative & Quantitative Analysis, User & Stakeholder Insights
Project & Operations Management: Agile Practices, Process Optimization, Stakeholder Communication, Timeline & Resource Planning, Client Liaison
Research & Analysis: Market Research, Competitor Benchmarking, User & Stakeholder Insights
Tools: Jira, Confluence, ClickUp, Figma, Adobe XD, Microsoft Office, Maya
Languages: Proficient in English and Mandarin
Soft Skills: Problem Solving, Leadership, Adaptability, Critical Thinking, Collaboration

WORK EXPERIENCE

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| Vision Building Forensics Process Architect | Singapore Dec 2025 – Present |
| <ul style="list-style-type: none">Supporting process mapping and documentation of end-to-end operational workflows across internal teams.Working with stakeholders to understand current-state processes, pain points, and improvement opportunities.Assisting in identifying process gaps and opportunities for standardisation and optimisation.Contributing to transformation initiatives through analysis, documentation, and cross-functional coordination, with a focus on improving service delivery and internal experience. | |
| DZH International Project Manager Intern | Singapore Jun 2025 – Sep 2025 |
| <ul style="list-style-type: none">Liaised with clients, including OCBC and Standard Chartered, to clarify requirements and manage delivery timelinesPrepared Functional Specification Documents (FSDs) to align technical requirements with business goalsFacilitated daily stand-ups to track progress, resolve blockers, and ensure on-time project executionCoordinated with developers, QA, and analysts to streamline workflows and resolve issues efficientlyMaintained transparent communication channels, ensuring stakeholder alignment and operational clarity | |
| TVS Digital Pte Ltd Product Intern (Autotech) | Singapore Jan 2025 – Feb 2025 |
| <ul style="list-style-type: none">Conducted market and competitor research to identify trends and inform product development strategiesCollaborated with engineering and business teams to prioritize features and align roadmaps with operational goalsEnhanced digital platform usability, contributing to improved workflow efficiency and user adoption | |
| UX/UI Design Intern (Fintech) | Sep 2024 – Jan 2025 |
| <ul style="list-style-type: none">Conducted user research and created prototypes for Fintech products, ensuring alignment with user and business objectivesDesigned and enhanced the Unified Portal, improving user experience for field collection apps and increasing user satisfactionCollaborated with product and engineering teams to translate user feedback into actionable design improvements | |
| Singapore Institute of Technology UX Researcher Intern | Singapore Mar 2023 – Mar 2024 |
| <ul style="list-style-type: none">Led XR design research for educators and students, creating impactful interfaces that improved user engagementPrototyped XR solutions to enhance learning experiences, working closely with product and development teamsEnhanced digital platform usability, contributing to improved workflow efficiency and user adoption | |

EDUCATION

Singapore Institute of Technology – Digipen Institute of Technology Singapore
Bachelor of Arts in User Experience and Game Design

Singapore, USA
Sep 2021 – Apr 2025

- UX Designer, Sound Champion, and Level Designer for a project showcased at IMDA's Digital for Life Festival
- Completed Overseas Immersion Programme in Redmond, Seattle, focused on design systems, art processes, and project collaboration

Republic Polytechnic

Diploma in Design for User Experience

Singapore
Apr 2017 – Mar 2020

- The final-year project was showcased at Symbiosis, a prestigious school event. Developed a digital product that optimised and streamlined the client's insurance claim process

LEADERSHIP

DigiPen Institute of Technology Singapore Student Management Committee
Head of Logistics & Operations

Singapore, USA
Jan 2023 – Dec 2023

- Directed logistics, procurement, and event operations, ensuring smooth execution across multiple projects
- Coordinated stakeholders, optimized workflows, and streamlined communication processes to boost efficiency
- Managed budgets and resources to achieve cost-effective outcomes and scalable operations
- Improved communication and processes across teams, boosting productivity and collaboration