

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

Vision Building Forensics

Singapore

Process Architect

Dec 2025 – Present

- 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

Singapore

Project Manager Intern

Jun 2025 – Sep 2025

- Liaised with clients, including OCBC and Standard Chartered, to clarify requirements and manage delivery timelines
- Prepared Functional Specification Documents (FSDs) to align technical requirements with business goals
- Facilitated daily stand-ups to track progress, resolve blockers, and ensure on-time project execution
- Coordinated with developers, QA, and analysts to streamline workflows and resolve issues efficiently
- Maintained transparent communication channels, ensuring stakeholder alignment and operational clarity

TVS Digital Pte Ltd

Singapore

Product Intern (Autotech)

Jan 2025 – Feb 2025

- Conducted market and competitor research to identify trends and inform product development strategies
- Collaborated with engineering and business teams to prioritize features and align roadmaps with operational goals
- Enhanced digital platform usability, contributing to improved workflow efficiency and user adoption

UX/UI Design Intern (Fintech)

Sep 2024 – Jan 2025

- Conducted user research and created prototypes for Fintech products, ensuring alignment with user and business objectives
- Designed and enhanced the Unified Portal, improving user experience for field collection apps and increasing user satisfaction
- Collaborated with product and engineering teams to translate user feedback into actionable design improvements

Singapore Institute of Technology

Singapore

UX Researcher Intern

Mar 2023 – Mar 2024

- Led XR design research for educators and students, creating impactful interfaces that improved user engagement
- Prototyped XR solutions to enhance learning experiences, working closely with product and development teams
- Enhanced 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

Singapore

Diploma in Design for User Experience

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

Singapore, USA

Head of Logistics & Operations

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