

CHARLOTTE CHIEW

PRODUCT DESIGNER | SG PR

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

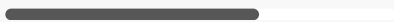
CERTIFICATES

**Vertical Institute User Experience Design
Bootcamp (Feb 2024)**

**Certificate of Employment Intermediaries
(Mar 2023)**

SKILLS

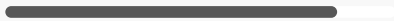
User Research



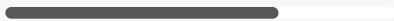
Figma



Collaboration



Prototyping



Design Thinking



Video Editing



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 - Feb 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
- Projects involved for design solutions: volunteer management system, appointment scheduling, referral to care services for elderly clients, clients' service plans
- 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