Lydia Ong

Product designer

Mobile +65 97478158
Email lydiaongmc@gmail.com
Portfolio lydiaong.com

Lead designer with 10+ years in product design and advertising, setting communication and build strategies before designing across complex, multi-brand product ecosystems that scales pre-to-post sales. Establish ways of working within the design team and build custom a AI tool that is adopted in the teams' design process. Fluent in tying design to business outcomes — an agency background means I read the commercial and marketing levers a business runs on.

Professional Experience

Senior Experience Designer (UI/UX) | Singtel | 2018–Present

1. Set experience design direction across Singtel subsidiary ecosystems – hi! and GOMO

Drove the design across hi! and GOMO spanning consumer marketing websites, purchase flows, post-purchase communications, consumer and retailer apps. Defined the unified framework that holds the 2 customer journeys as the portfolio scales, strengthening ecosystem cohesion, long-term scalability and cost efficiency.

- 13K new sign-ups in two months by designing hi! consumer app and website, and retailer app for the business expansion from mobile prepaid to postpaid market segment.
- 30K monthly active hi! postpaid app users in 6 months with continuous feature expansion and governance across business touchpoint.
- ~25% increment in sales of Physical SIM plans for GOMO and hi! by designing instant self-collection system (SIM redemptions for GOMO and hi!).

2. Strengthened post-purchase and product onboarding experience for Singtel main brand

Owned and shaped the customer care experience design across My Singtel app, My Singtel.com and other care communication channels while navigating competing business priorities on high impact user interface.

- ~36% improvement in task discoverability rating with ~910K monthly active users by architecting and designing My Singtel app homescreen that scaled across all telco products.
- ~130% increase in plan renewals through My Singtel app and ~30% fewer monthly calls/chats by restructuring data in plan details with smart prompts to inform about eligibility.
- Up to 40% reduction in call volume by transforming the customer onboarding journey into a cohesive self-help ecosystem and improving operational leverage which includes designing a scalable order tracker, case management system, and improving how customers get help.
- +12% in engagement with AI chatbot, as opposed to reliance on human-assisted channels, by engaging users to self-help digitally at the right time.
- ~$30K cost avoidance and ~80% faster time-to-market per product onboarding by architecting and designing a channel-agnostic content management system used across all consumer and enterprise products.

3. Established ways of working for design team

Set up collaboration frameworks to contribute to Singtel Design Language System (DLS) and introduced new tools to strengthen early-stage decision confidence in the design team's workflow.

- ~80% faster design velocity by introducing an AI generative software and building a custom AI design-critique tool that giving the design team strategic and business-level feedback as part of its critique process.
- >30 reusable design components created/enhanced by designers and contributed to the shared DLS library by introducing structured workflow and documentation of usecases.
- Demonstrated that designers can influence product roadmap by seeking collaboration with other departments and successfully developing a Proof of Concept that was later prioritised and shipped.

UX Designer / Digital Art Director | Tribal Worldwide Singapore | 2015–2018

Drove UX research plans and website revamps across various institutions and industries spanning across public sector bodies, enterprise, finance and 3 consumer brands. Designed 360° experience campaigns for online promotions and onground activations.

Key clients: Prime Minister's Office, StarHub Enterprise, Volkswagen, Courts, Ben & Jerry's and GIC

- 85.2% positive usability rating of a government-backed learning platform adopted across 147 secondary schools nationwide, by conducting usability tests as well as planning and moderating focus groups for 42 participants, which consists of teachers and students, in separate sessions.
- Contributed to +107% leads generated on StarHub Enterprise website by optimising layouts for mobile-responsive browsing and personalised recommendations.
- ~30% faster load-time target and up to 40% bounce rate reduction for Volkswagen Singapore by spearheading the UI optimisation using lightweight asset layouts.
- Contributed up to 15% increase in user-generated content submissions during Ben & Jerry' campaign period by engineering photo-centric onground activation assets and experiential props that incentivised organic social sharing.

Digital Art Director (Freelance) | DDB Singapore | 2012–2014

Owned the end-to-end interface layout and visual design as the sole designer for the COURTS mobile-lite e-commerce platform. Translated master ATL campaign concepts into interactive digital experiences for McDonald's, defining the interaction mechanics, and responsive layouts for promotional microsites and banner systems.

Key clients: McDonald's and Courts

- Drove COURTS Singapore's transition into mobile e-commerce readiness, by spearheading the design and execution of a high-performance suite of digital assets and UI layouts optimised for the mobile-lite platform.
- Designed full suite of digital creatives for >10 major seasonal and promotional campaigns for McDonald's including microsites, social, display ads and EDMs.

Junior Art Director | RAPP Singapore | 2010–2011

Led UI/UX design for major brand campaigns, winning the internal pitch to take charge of the SGD $1M McDonald's Monopoly campaign. Translated complex campaign data into structured web layouts while maintaining strict global brand compliance across APAC and Greater China rollouts.

Key clients: McDonald's, McDelivery, COURTS, Hewlett-Packard (HP)

- Delivered the 2010 McDonald's Monopoly Singapore website to anchor a SGD $1M flagship account, by conceptualising and leading the UI/UX for a high-traffic interactive campaign platform.
- Expanded HP's digital footprint across both the APAC and Greater China regions, by conceptualising digital creative concepts and designing scalable master systems for high-volume localised banner rollouts.
- Boosted digital customer engagement and online retail traffic for COURTS Singapore, by conceptualising and designing a full suite of high-impact BTL creative concepts and omni-channel promotional assets.
- Delivered key high-conversion features for the milestone 2010 McDelivery Singapore web overhaul, by modernising the UI/UX flows for advanced order fulfillment scheduling and personalised quick-reordering.

Education

Nanyang Technological University, 2009
BFA in Visual Communication (Hons), School of Art, Design & Media (ADM)

Nanyang Polytechnic, 2005
Diploma in Engineering Informatics, specialising in Media-based Technology & Application

Certificates

Certified Scrum Product Owner® (CSPO®)
Scrum Alliance, Credential ID 1782292
Issued May 2023

UX Certificate
Nielsen Norman Group, Credential ID 1028714
Issued Apr 2023

Design Innovation Bootcamp
SUTD Academy
Issued Sep 2019

LUMA Certified Human-Centred Design Practioner
LUMA Institute
Issued Feb 2021

Awards

Best Customer Experience Delivered – Gold
Issued by 20th CCAS International Contact Centre, Jan 2020
Associated with Singtel

Drove reduction in call-centre enquiries by ~20% by transforming a complex aftersales experience into a digital self-help order tracker, letting users follow up and manage multiple deliveries and installations across partner vendors.

Most Innovative Productivity Solution in a Contact Centre – Bronze
Issued by 20th CCAS International Contact Centre, Jan 2020
Associated with Singtel

Cut call-centre enquiries by a further ~10% by letting customers check enquiry status and reach the right support digitally — no hotline queues, no re-explaining their issue to get a case update.

Singtel HackOne, Most Popular award
Issued by Singtel Group IT, Sep 2020
Associated with Singtel

Led the team as lead and business voice at Singtel's hackathon, allocating tasks to members' strengths, writing the team's pitch, and setting presentation standards to drive a top-performing entry.

Digital Design of The Year, Gold
Issued by IAS Hall of Fame · Jan 2016
Associated with Tribal Worldwide

Contributed to a redesign of the StarHub Enterprise website that lifted leads by 107%, through mobile-responsive layouts and personalised recommendations.

Tools

Claude Code, Lovable, Custom ChatGPT, Figma, Adobe Creative Suite