

Zo-Ee Chee

Service Designer

UX professional with 6+ years of experience helping businesses in diverse industries create user-centred solutions. Experienced at all stages from generative research through to ideation, validation and design delivery.

EXPERIENCE

Stampede Design, KL, Malaysia — UX Designer

JUN 2018 - JULY 2022 (4 years)

Full-service boutique user experience and creative digital agency

Worked with multidisciplinary teams to design user-centred products for diverse industries and organisations from startup to enterprise. Projects include: patient healthcare web app for HMI hospitals, driving behaviour change app for Drivemark, wealth management for CIMB bank, ecosystem of descriptive analytics dashboards for PETRONAS, Malaysia's national Oil & Gas company.

Lead facilitated 15+ adapted Google Design Sprints to ideate, prototype, and validate product ideas with design thinking and to identify usability issues before development. Past sprints include IT support tool for Danish bioscience company, Chr Hansen.

Planned and executed research strategy to understand and map users' journeys, needs, and pain points and to identify opportunities using qualitative methods (user interviews and ethnography) and supporting quantitative methods (surveys).

Conducted Service Design for Touch 'n Go (Malaysian national toll collector) RFID toll collection rollout to identify and optimise touchpoints and create a seamless experience from signup to toll payment.

Created Service Design Roadmap for Chr Hansen IT Department by mapping available services, identifying user pain points, and prioritising tasks to improve services based on urgency, feasibility and capability.

Translated research findings and design sprint results into user flows, information architecture and wireframes prior to UI design.

Carried out UI design and UX copywriting for a variety of digital products.

Assisted CEO to acquire new clients in Business Development stage by presenting credentials deck and providing UX expertise in meetings with prospective clients.

Trained 6+ UX designers in design thinking, research methods and insights synthesis.

EDUCATION

Loughborough University, UK — MA UX & Service Design

OCT 2022 - OCT 2023

Modules: Design for Behaviour Change, Experience Design, Usability, Service Design, Design Research Methods

INTERESTS AND HOBBIES

Brazilian JiuJitsu
Community gardening

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SKILLS

Service Design

Storytelling
Stakeholder mapping
Systems thinking
Service design blueprint
Service testing
User interviews
Ethnography
User personas
Journey mapping
Thematic analysis
Usability testing
Quantitative analysis

UI/UX Design

Design sprint facilitation
User flows
Wireframes
Information architecture
UX copywriting
Mobile responsive design
Figma prototyping

Project Management

User stories
Backlog grooming
Sprint planning

DESIGN TOOLS

Figma
Miro

SPEAKING

The importance of UX Research

Google DevFest George Town, Penang, Malaysia
11 Dec 2021