

# Zeneath Eng

Singapore Citizen

+65 8588 3496 | [zeneatheng@gmail.com](mailto:zeneatheng@gmail.com) | [zeneatheng.com](http://zeneatheng.com) | [Zeneath Eng](#) | [LinkedIn](#)

## PROFILE

Senior UX Designer with public and private sector experience, leading cross-functional teams to deliver platforms and services that drive measurable business outcomes. Expertise in user research, design systems, and designOps, with proven ability to scale design practices and mentor teams. Track record of transforming complex workflows into intuitive solutions across government, banking, education, and supply chain industries throughout the APAC region.

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## KEY SKILLS | SPECIALISATIONS

- **Research** – User interviews | Heuristic evaluation | Usability testing | User personas
  - **Experience Design** – User journey mapping | User flow diagram | Wireframing | Prototyping
  - **Information Architecture (IA)** – Sitemap planning | Card sorting | IA design
  - **Interface Design** – Visual design | Design systems
  - **Hard skills** – Data visualisation | Digital transformation | Project management
  - **Soft Skills** – Analytical thinking | Attention to detail | Collaborative | Leadership
  - **Technical** – Figma | Adobe XD | Invision | Mural | Miro | Jira | HTML | CSS | JavaScript
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## Government Technology Agency (GovTech)

### User Experience Designer (UX)

May 2025 – Current

#### *Responsibilities*

- Collaborated with the Ministry of Social and Family Development (MSF) TechOps teams to design user flows that comply with policy requirements while enhancing social workers' user experience.

#### *Achievements*

- **DesignOps Framework** – Introduced DesignOps practices by restructuring Figma files according to “epics” and “features”, enabling the UX team to establish a scalable framework that enhanced collaboration and improved long-term maintainability.
  - **Government Grant** – Designed and delivered the debt clearance grant feature within MSF's Social Workers' Platform, enabling family coaches to submit grant applications on behalf of families and facilitating more timely financial support through a streamlined application process.
  - **Health Data Integration** – Designed the user flow to integrate MOH health records into MSF's Social Workers' Platform, enabling family coaches to access clients' medical information in real time, thus supporting proactive interventions and escalations to healthcare professionals.
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## Publicis Sapient

### Experience Designer (UX)

June 2022 – June 2024

#### *Responsibilities*

- Delivered research insights, user flows, and wireframes within agile sprints for the ASEAN team, presenting actionable design solutions to cross-functional teams and international stakeholders whilst driving alignment and securing approvals.

#### *Achievements*

- **T-ECOSYS** – Contributed to the product design process for Thailand's first public-private digital B2B industrial platform, developed and launched over one year. The platform is projected to generate USD \$2.2 million in annual revenue.
  - **Bank of the Philippine Islands** – Redesigned the website experience for the Philippines' oldest bank, enabling achievement of a 4% reduction in bounce rate and 20% increase in pages per session through timely delivery within agile sprint frameworks.
  - **Bangkok Bank (Design Audit)** – Conducted a comprehensive audit of user flows and visuals for banking and insurance products, identifying key gaps that enabled the product owner to implement improvements and track issues in the product backlog.
  - **Bangkok Bank (Design Workshop)** – Led a team of four designers in Bangkok to establish sitemap and information architecture for the bank's design system website, conducting workshops and training sessions that enabled team self-management for future projects.
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## Verz Design Pte Ltd

### Senior User Experience Designer (UX)

February 2021 – January 2022

#### *Responsibilities*

- Managed design resources and project timelines whilst assigning tasks to UX/UI designers based on strengths and capacity. Led weekly mentoring sessions to resolve blockers, and collaborated with sales teams to define project scopes and pitch UX projects for business growth.

#### *Achievements*

- **Business Development** – Acquired four significant deals including projects for San Miguel Corporation Global, Marine Parade Town Council, Bridge+ by CapitaLand, and Toyota Tsusho Asia Pacific, supporting business growth through 20% increased project acquisition.
  - **Toyota Tsusho Asia Pacific** – Led end-to-end product design process for supply chain management platform, streamlining operations through a reduction in monthly manpower costs of 30 hours.
  - **Wise Wealth Management** – Employed design sprint methodology to rapidly sketch, test, and approve user flows and wireframes, enabling the client to meet tight deadlines and achieve timely platform launch.
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## Junior User Experience Designer (UX)

April 2020 – January 2021

### Responsibilities

- Conducted stakeholder interviews, heuristic evaluations, and competitor analysis to gather user insights. Created user flows, wireframes, and prototypes independently whilst developing comprehensive design solutions with minimal supervision and ensuring alignment with objectives.

### Achievements

- **Jurong Health Campus** – Conducted quantitative research to identify portal issues and led migration of staff portal to SharePoint, enabling hospital staff to locate information on COVID updates and departmental announcements more efficiently through a streamlined process.
- **Sentosa Golf Club** – Redesigned website and overhauled sitemap in collaboration with 54, an external UK golf marketing agency, enabling golf club members to access golf course pricing information more efficiently and improving overall user experience.
- **Education Websites** – Managed end-to-end website development for four educational institutions including Lee Kuan Yew School of Public Policy, Chatsworth International School, and Quacquarelli Symonds, enabling enhanced digital presence and user engagement.

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## PROFESSIONAL DEVELOPMENT

### Practical AI for UX Professionals

2024

Nielsen Norman Group

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## EDUCATION

### Specialist Diploma, UX for Infocomm Technology

2021

Republic Polytechnic

### Diploma, Business Information Technology

2017

Singapore Polytechnic

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## CERTIFICATIONS

- Smartcademy – IBF Accredited Data Analytics
  - Scaled Agile – Certified SAFe 5 Agilist
  - Scrum Alliance – Certified ScrumMaster (CSM)
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## LANGUAGES

English | Mandarin | Cantonese | Malay (Conversational) | Thai (Conversational)

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## REFERENCES

Available on request.