

Seah Tian Zi (Mack)

Product Designer

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Experience

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| <div><div>Product Designer</div><div>Trinax</div><div>Singapore, SG</div><div>Jun 2024 - Present</div></div>              | <ul style="list-style-type: none"><li>• Spearheaded product design for HPB's Healthy 365 app, enhancing usability, accessibility, and user engagement.</li><li>• Conducted competitive analysis, developed high-fidelity prototypes, and collaborated closely with developers to ensure pixel-perfect implementation.</li><li>• Streamlined key user flows (e.g., step tracking, rewards, challenges), increasing user retention and satisfaction.</li><li>• Created and maintained a scalable design system, improving design consistency, streamlining cross-functional collaboration, and accelerating product delivery.</li></ul> |
| <div><div>UI/UX Design Intern</div><div>Trinax</div><div>Singapore, SG</div><div>Dec 2023 - Jun 2024</div></div>          | <ul style="list-style-type: none"><li>• Designed immersive phygital and experiential interfaces for public spaces and exhibitions.</li><li>• Integrated multi-sensory interactions (RFID, motion sensors, etc.) into digital installations, creating impactful visitor experiences.</li><li>• Participated in concept development, wireframing, and prototyping for museum exhibits and branded retail activations.</li></ul>                                                                                                                                                                                                         |
| <div><div>Interaction Design Intern</div><div>Accenture</div><div>Singapore, SG</div><div>Jun 2020 - Sep 2020</div></div> | <ul style="list-style-type: none"><li>• Contributed to enterprise-level UI/UX projects with a human-centered design approach.</li><li>• Supported user research, rapid prototyping, and stakeholder presentations.</li><li>• Worked cross-functionally with teams to deliver end-to-end digital solutions for client needs.</li></ul>                                                                                                                                                                                                                                                                                                 |

Education

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| <div><div>Singapore Polytechnic</div><div>Diploma in Experience and Product Design</div><div>2018 - 2021</div></div>                                                        |  |
| <div><div>Fairfield Methodist School (Secondary)</div><div>Singapore - Cambridge General Certificate of Education Ordinary Level (GCE 'O' Level)</div><div>2017</div></div> |  |

Software

Design Tools

Figma • Maze • Adobe Creative Suite • Framer • Notion • Blender

AI Tools

Claude Design • ChatGPT • Magnific • Higgsfield • Midjourney • Figma MCP w/ Claude