

# Chan Yi Jie

Product & Design Manager

Singaporean

## CONTACT

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## CONNECT

[chanyijie.com](http://chanyijie.com) (Portfolio)

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## PROFILE

Product & Design Manager with extensive experience in building and guiding teams to deliver impactful digital products across industries. Proven track record in shaping product strategies, scaling product & design operations, and embedding user-centered design practices within organisations. Adept at collaborating with senior stakeholders, driving product vision and mentoring teams to elevate design maturity and business outcomes.

My areas of specialisation encompass:

- strategically translate complex business requirements into compelling user experiences.
- formulating processes that enhance team productivity and promote effective communication.
- analysing and leveraging insights from user research to inform business decisions and attain organisational objectives.

## EXPERIENCE

**GONETZERO, SINGAPORE**

Feb 2024 – Present

### Product Manager

- Directed the beta launch of *GoNetZero Manage*, enabling enterprises to track decarbonisation initiatives, cost savings and ROI.
- Defined product strategy, roadmaps and financial models to shape pricing and strengthen go-to-market competitiveness.
- Facilitated agile practices across engineering, design, and business teams to ensure alignment on product priorities and execution.

**YJ UX DESIGN, SINGAPORE**

2021 – 2023

### Senior Product Designer (TERRASCOPE)

- Established company-wide Design Ops framework that incorporates Design Delivery standards, a streamlined Usability Testing process, and the adoption of design brief guidelines, resulting in a 30% reduction in project ambiguities.
- Influenced design adoption and behavioural changes across teams, achieving a 50% increase in process compliance.
- Enhanced carbon management workflow to bring increased efficiency for carbon managers and customers in data collection, reporting and analysis.

### Head of Design (FYOOZ STUDIO)

- Founding design leader for *Luminarflo*, an in-house product within Fyooz Studio, and played a key role in guiding it from concept to MVP launch.
- Oversaw strategic hiring, team collaboration process and product requirements definitions.

**SINGTEL, SINGAPORE**

2020 – 2021

### Associate Director, Design

- Headed design and strategy for *Singtel Dash*, aligning design direction with business priorities.
- Directed creation and governance of Singtel Dash Design System, accelerating product release cycles.
- Implemented a Design QC benchmarking process, reducing design debt by 75%.
- Overcame policy hurdles, convinced stakeholders to open tool access, reducing cross-team communication delays by 80%.

**VISENZE**, SINGAPORE

2019 – 2020

**Head of UX/UI**

- Managed and mentored a team of UX/UI designers for AI-driven visual search and machine learning products.
- Oversaw hiring, onboarding, performance reviews, and career development for team members.
- Formalized design processes and systems, reducing development effort and increasing product release speed by 50%.
- Conducted design thinking workshops to instill a user-centric mindset in cross-functional teams.

**NTUC LINK**, SINGAPORE

2018

**Lead Product Designer**

- Led UX/UI design team for *Plus! Engage*, an enterprise solution for automated marketing workflows.
- Partnered with product leadership to define roadmap priorities and align design delivery.

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**Earlier Career Experience**

2009 – 2017

- **Senior UX Designer (MOODY'S ANALYTICS)**: Led UX design for B2B enterprise risk solutions and mentored junior designers.
- **UX Consultant (ISOBAR & OGILVYONE)**: Delivered UX strategies for major client projects and assisted in establishing UX practice.
- **UX Designer (CREATIVE TECHNOLOGY)**: Co-invented patented interaction design for Zii Tablet applications.

**EDUCATION**

**Bachelor of Computing (Honours), Communication and Media**

National University of Singapore

- Harun Ghani Scholarship for Outstanding Academic Performance

**Diploma with Merit in Multimedia Computing**

Ngee Ann Polytechnic

- IDA Silver Medal & Pearson Education Prize

**SKILLS**

Leadership & People Management • Product & Experience Design • Design Strategy • Design Processes • Design System • Agile Execution