

# JOEY CHAN

I am proficient in **UX Research, Project Management** and **Design Thinking**. I specialise in **Interactive and Game Design**, creating a plethora of interactive environments including a VR Interactive Storytelling game featured by numerous journalists. Most recently, I have worked with **DBS Bank** (UX Research & Training for business teams managing products) and **Tusitala Books** (UI/UX Design and Front-end Web Development for Interactive Storytelling Platforms).

## EDUCATION

### Nanyang Technological University (NTU) (2017-2021)

School of Art, Design & Media  
Ba (Hons) in Design Art (Interactive Design)

### Anderson Junior College (2014-2015)

## CERTIFICATE

### Google UX Design (2023)

Coursera Professional Certificate

## SKILLS & PROFICIENCY

### USER RESEARCH

Interaction Design, Wireframing & Prototyping, A/B Testing Usability Testing, 1-1 Customer Interviews, User Research Training, Research Operations, Design Thinking, Qualtrics Surveys & Dashboard, Qlikview Design

### DESIGN

Adobe (Illustrator, Photoshop, Premiere Pro, AfterEffects, Dreamweaver, XD), Figma, ProCreate

### DEVELOPMENT (WEB/GAME)

Front-end Web Dev. (HTML, CSS, Js), CMS Platforms (Wix, Squarespace, Shopify), Oculus Virtual Reality, Unreal Engine Unity

## TERTIARY MILESTONES

### NTU Cultural Activities Club (2017-2019)

Centerstage  
Chairperson, Programmer

### NTU Cultural Activities Club (2018-2019)

27th Executive Committee  
Special Project Director

### NTU Cultural Activities Club (2018-2019)

Post Orientation Party (POP)  
Chief Publicity & Publications

### NTU School of Art, Design & Media (ADM) (2020-2021)

ADM Graduation Show @ Gillman Barracks  
Chief Business Manager

## EXPERIENCE

### DBS Bank (2021 - 2024)

Group Strategy, Transformation, Analytics & Research:  
Customer Experience Strategy (CEBT)  
UX Researcher

- Piloted and rapidly adapted the framework for customer experience research and discovery in entire DBS regional markets within 2 years to address the organisational need to strengthen direct feedback loops between customers and the bank, winning the Best Customer Experience award in the 2024 Loyalty & Engagement Awards, surpassing 9 other organisations including Standard Chartered Bank and OCBC Bank.
- Enabled bank-wide self-sufficiency by creating and managing training for fundamental and advanced Customer Experience skillsets (including the production of Playbooks and libraries) across DBS's 6 largest regional markets, clocking 150+ training hours and upskilling ~45 business teams (550+ staff). As of Sep 2024, more than 1100 customer immersions have been conducted for ~130 research objectives, impacting hundreds of business strategies to drive business outcomes.
- Co-created and designed alternatives to speak with less accessible customers, such as launching DBS-customer discovery events with networking and interviews for Corporate Banking customers. An outreach of ~40 different organisations from SME and Midcap clientele has been achieved from the pilot alone, with subsequent efforts increasing research accessibility for business teams from 20% to 70% in the Corporate Banking sector.
- Project management for centralised research operations for Customer Experience research teams, including the management of an internal customer panel via Qualtrics. This has enabled product teams to not only have greater access to customers, but also a 95% cost reduction on average for research interviews conducted in 2024.
- Enabled bank-wide ability to identify early indicators of Negative Customer Impact by collaborating on the creation of a regional dashboard through prototyping and data management for greater transparency and clearer reporting on DBS product channels.
- Spearheaded A/B Testing and Prototyping to ease bank-wide process and outcomes tracking for AI/ML models and Experiments, resulting in the launch of DBS's first AI protocol and knowledge repository.

### Potato Productions (2020)

Tusitala Books  
Design Media Summer Intern

- Designed the UI/UX, concept and front-end web development for interactive storytelling websites for a National Arts Council X Esplanade cultural initiative for Singapore's National Day Celebration to promote local cultural heritage.
- Facilitated A/B Testing sessions for <Sorta Scary Singapore Stories> Virtual Reality page to promote the pilot use of Virtual Reality in the 2D space across the creative scene in Singapore.