

NICOLE CHU

Product Designer (UX/UI)

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UX/Product Designer with a 6-year foundation in stakeholder-facing, research-driven design from landscape architecture, now applied to digital products. In the past year, delivered an 85% usability improvement in course discovery for a university learning platform, led a 0-to-1 marketing site launch that became a company's primary digital touchpoint, and shipped a B2B SaaS platform with customer and admin dashboards. Specializes in simplifying complex, multi-step workflows and improving user activation and progression through outcome-focused design.

WORK EXPERIENCE

Freelance Product & UX Designer (Part-time)

NTU PACE (Nanyang Technological University); Gratus Investment Management Pte Ltd; Corplify; Iapparel International Group | Singapore, Remote | Jan 2025 – Present

- Redesigned information architecture, navigation, and task flows for NTU PACE, improving key course discovery tasks by 85% in usability testing.
- Launched a 0-to-1 marketing site for Gratus Investment Management, establishing it as the company's primary digital touchpoint, driving a steady stream of investor enquiries, and reducing ad hoc design requests to near zero.
- Built admin, content, and design system documentation that lets clients update pages independently, cutting their reliance on external design support for routine changes.
- Designed and built Corplify (Malaysia) solo, end-to-end — UX/UI, PHP/MySQL, and deployment — including Stripe payments and an admin dashboard with CSV bulk status updates and audit trail.
- Leading UX research and mid-fi prototyping for a B2B website redesign (Iapparel International Group), including usability testing and card sorting to inform information architecture.

Digital Marketer

Starlight Building Maintenance Services (S) Pte Ltd | Singapore, Remote | Jul 2025 – Jul 2026

- Built reusable Canva templates and a content library, cutting post creation time by ~75%.
- Established a consistent content cadence, growing organic social reach from zero to posts reaching up to ~60 people.
- Refined topics and visuals through monthly social insight reviews, growing reactions and clicks from zero to regular community engagement.

Senior Landscape Architect

Grant Associates | Singapore | Jul 2024 – Jul 2025

- Led cross-functional collaboration across a multidisciplinary design team, aligning project goals with client expectations and regulatory requirements.
- Facilitated stakeholder presentations that translated complex design decisions into clear narratives for non-technical audiences, strengthening client relationships and securing project buy-in.
- Mentored junior designers, building critique practices and problem-solving culture within the team.

Landscape Architect

Grant Associates | Singapore | Sep 2019 – Jul 2024

- Guided projects end-to-end from concept to detailed design, coordinating with engineers and consultants to preserve design intent through delivery.
- Produced visual narratives and design documentation that aligned multidisciplinary teams around shared design objectives.
- Translated site observations into spatial journeys and wayfinding solutions, directly analogous to user journey mapping and information architecture work.

SKILLS & ABILITIES

Technical Skills: User Research, UX Research, User Testing, Journey Mapping, Information Architecture, User Flows, Wireframing & Prototyping, Interactive Prototypes, End-to-End Product Design, Design Documentation & Specs, Data-Informed Design, Complex & Multi-Step Workflow Design, Engagement & Retention Strategy, B2B & B2C, SaaS Dashboard Design, Component-Driven UI, Consumer Web, Learning Platforms, High-Fidelity Design.

Tools: Figma, FigJam, Adobe XD, Maze, Canva, Claude, HTML/CSS/JS

Soft Skills: Outcome-Oriented Problem Solving, Systems Thinking, Comfort with Ambiguity, Cross-Functional Communication, Stakeholder Management, Discovery Leadership, Empathy, Adaptability, Remote Collaboration, Presentation Skills

EDUCATION

Master of Landscape Architecture | University of Sheffield | Sep 2018 – Jun 2019

CERTIFICATION

Advanced Professional Certificate in UX Design and Product Management | Nanyang Technological University | Nov 2025

Accredited Landscape Architect | Singapore Institute of Landscape Architects | Jan 2023