Clement Tam

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Experience

Product Designer, Business Licensing
Service NSW, Business Bureau | Dec 2023 - Current

- Led the digital transformation of Business Vehicle registration, replacing manual processes with a streamlined digital experience.
- Redefined the Liquor Licence Manager platform, enhancing the application and transaction flow experience.
- Conducted extensive user research, stakeholder interviews, data analysis, usability testing, and created customer journey maps to inform design decisions.
- Developed a comprehensive design planning template, optimizing project planning with appropriate design tools within project constraints.

Product Designer, Business Connect
Service NSW, Business Bureau | Feb 2023 - Dec 2023

- Redesigned and re-platformed the overall user experience of Business Connect - *an advisor and events booking platform*; helped re-design and deliver the end-to-end product, which led to a 120% increase in conversion rates, new advisor onboarding was 70% faster and CSAT scores went up by 50%
- Performed user research, user & stakeholder interviews, usability testing, competitor analysis, heuristic evaluation, persona creation, wireframes, and prototypes.
- Explored multiple design concepts and challenged our design system to elevate user experience.

Test Analyst Graduate
NSW Government, Department of Customer Service | Aug 2022 - Feb 2023

- Conducted user acceptance and functionality testing, ensuring high-quality product delivery.
- Designed and executed robust test scenarios for the StrataHub project, managing test case traceability and documentation on JIRA.
- Performed accessibility testing to ensure inclusive and seamless user experiences.

Service Designer Graduate
NSW Government, Department of Customer Service | Feb 2022 - Aug 2022

- Contributed to all design phases, from user and stakeholder research to service blueprinting and concept development.
- Conducted contextual inquiries with NSW customers and frontline staff to gather insights and improve service design.
- Identified opportunities for enhancing customer experience through a customer-centric approach across physical and digital touchpoints.

Product Designer
Anglicare, Sydney | May 2021

- Redesigned a platform for residents to communicate with Village management, improving user experience.
- Conducted user research, restructured the customer journey, and developed prototypes in consultation with SMEs to address user needs and business challenges.

Product Designer
IO Energy, Adelaide | April 2021

- Enhanced the onboarding and sign-up experience for end-users and business sales representatives.
- Researched user needs and conducted stakeholder interviews to identify and address problems.
- Designed and validated user flows and prototypes based on user feedback, collaborating with developers to ensure design feasibility.

Education

Academy Xi
UX UI Transformation Course | 2021

- Focus on design thinking, human-centered design, prototyping, resilience, and speculative design.

University of New South Wales
Bachelor of Industrial Design (Hons) | 2017 - 2020

- Graduated with First Class Honours
- Thesis: How can we design more user-friendly kitchen shelves for elderly individuals?

Skills

Design
User Experience · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research
User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Service Blueprint · Design Strategy

Software
Figma · Sketch · Keyshot · Invision · Illustrator · Photoshop · InDesign · Adobe XD · Pen & Paper

Visual Design
Poster Design · Branding · Iconography · Brochure Design · Web & Mobile Design · Stylesheets and Guidelines

Other Skills
Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · 3D printing · Laser Cutting · Financial planning · Mandarin & Cantonese Fluency

Awards

Hackathon Finalist - Canva x Prodigi Productathon | 2022

- Designed an Instagram in-app editor feature - Daily, which provides an authentic digital space for users to express themselves comfortably with candid posts in real moments.

First Prize - Travel Future Design Competition | 2018

- Designed an innovative travel product tailored for a specific air travel group. Utilising a human-centered design approach, created a wearable in-flight blanket, The Snug, which led to securing an internship opportunity.