

Currently a
UX Designer at
Chubb!



SUBJECT:

Samuel Quah

Multifaceted UX designer with 6 years in Experience Design and Consumer Insights. Strengths in design systems, purchase journeys and consumer propositions. Eager to grow and expand my skill sets in service design and workshop facilitation.

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UX/UI • Information Architecture • Interaction Design • Design Systems Standards • Wireframing • Prototyping



UX Research • User Interviews • Usability Testing • Competitor Audits • Affinity Mapping • Customer Journey Mapping • Personas • User Flows • Feature Prioritization



Collaboration • Stakeholder Management • Cross Functional Teams • Workshop Facilitation



Jira & Confluence Fundamentals
Atlassian

Responsive Web Design
(HTML/CSS)
FreeCodeCamp

CSPO & CSM Certification Redagile-
Agileasia

My Achievements

- ★ Spearheaded the end-to-end research, design, ideation, stakeholders buy in concept of Singlife's Purchase Journeys.
- ★ Crafted Singlife's rebranded design system, built on the atomic design framework as part of the core team working on it
- ★ Pioneered customisable wireframes on Powerpoint to improve our self-servicing library for pitching to partners in Chubb
- ★ Improved the workflow for design to consumer propositions within Chubb through file reorganisation and a central repository. (Figma/Powerpoint)
- ★ Defined the design system with the team for Tata Play Binge and designed screens across mobile, tablet, desktop and television.

My Corporate Identifier

CHUBB

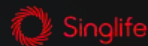
APAC UX Designer | Consumer Propositions

Sep 2024 - Present

/ Refined the internal design library for rapid wireframing, introducing a component with high level of utility and customisability

/ Introduced customisable wireframes in Powerpoint which was well received, where 5/5 stakeholders mentioned they would use it

/ Introduced standardised illustrations and icons for data representation and customer journeys in decks, for a more compelling pitch



UX Designer

Nov 2021 - Sep 2024

/ Identified multiple UX issues and resolved them through tracking analytics funnels and qualitative feedback, across multiple product verticals

/ Worked extensively with Life, Health, General Insurance team(s), collaborating with different business functions across the company

/ Prototyped and pitched refinements of multiple products with detailed interaction design on happy and unhappy journeys, simulating a realistic site

accedo: UX Designer

Jun 2021 - Nov 2021



Market Research Executive (Consumer Insights)

Sep 2018 - Jan 2021

My Database



Sep 2021 - Sep 2022 Interaction, UX, Service Design (12 courses & 1 masterclass)



Feb 2021 - May 2022 User Experience Design Immersive



Jan 2016 - Nov 2017 Degree in Logistics & Supply Chain



Apr 2011 - Apr 2014 Diploma in International Supply Chain Management