

3M+

Downloads

1.5M

Members

4.9★

App Rating

15+

Countries

+40%

Med Adherence

76%

Conversion

+360%

DAU Growth

4×

Awards Won

172

Waitlist (3 days)

25+

Releases (5 wks)

Principal Product Designer with 15+ years architecting design-led cultures, scalable design systems, and clinically validated UX at the intersection of strategy and engineering. Currently building EaseUI — an AI-native design tool (solo-built, 25+ releases in 5 weeks). Previously founding design leader at Elfie (3M+ downloads, 15+ countries), where I grew a 13-person team from zero, pioneered "vibe design with coding," and shipped production prototypes in React/SwiftUI.

Tools & Tech: Figma (variables, tokens) · React · Next.js · SwiftUI · Mixpanel · AI Prompt Engineering · Google Apps Script

EXPERIENCE

- **EaseUI — AI-Powered Design Engineering Platform**

Feb 2026 – Present

Founder & Chief Product Engineer

Solo-built AI design tool · 172 waitlist signups in 3 days (11+ countries) · 180+ commits

— Validated global demand pre-launch — 172 signups across 11+ countries, zero paid marketing.

— Identified a whitespace in the design tool market — bridge between AI generators and traditional tools.

— Engineered a Figma-class infinite canvas with Direct-DOM rendering achieving 60 FPS.

— Built a 4-tier LOD engine — adaptive rendering from color rects → thumbnails → frozen iframes → full-detail.

— Designed a multi-provider AI generation engine with 3-mode protocol: parallel generation, surgical iteration, radical variation.

— Achieved 446KB bundle reduction via dynamic imports and optimized re-render cycles.

Next.js 15 · React 19 · TypeScript · Tailwind CSS v4 · Supabase · Zustand · Google Gemini API · Vercel
- **Elfie — Global Health Super App**

Feb 2023 – Mar 2026

Head of Design (Jul 2025) · Product Design Manager (Feb 2023)

3M+ downloads · 1.5M members · 4.9★ · 15+ countries · Team of 13

Strategic Design Outcomes

— Directed UX strategies driving +40% medication adherence, 45.9% LDL reduction, 29% HbA1c drop.

— Launched AI-powered experiences (AI Coach, AI Nutrition) — >50% D1 Retention.

— Redesigned Onboarding — 76% conversion, 40% D1 retention.

Design Leadership

— Built the design function from zero — 13-person cross-functional team.

— Pioneered "Vibe Design with Coding" — React/Next.js/SwiftUI prototypes, ~3× faster validation.

— Architected unified Design System (Figma tokens, variants) across Web, iOS, Android.

● **Muadee by HDBank — Vietnam's First Bank-backed BNPL**

Sep 2021 – Dec 2022

Head of Digital Product

— Spearheaded 0→1 launch from concept to market in 6 months.

— Secured \$4M operating budget; built Product and Marketing teams from scratch.

● **Home Credit Vietnam — Consumer Finance App**

Aug 2018 – 2021

Design Studio Manager / DesignOps (2019) · Senior Product Designer (2018)

— Drove +360% DAU growth (31k → 112k) in 8 months through redesign and gamification.

— Won **4 industry awards** in 2020: Silver & Bronze Stevie®, International Finance Award.

CORE COMPETENCIES

Design Leadership

- Design Vision & Strategy
- Design Systems Architecture
- Team Building (13+)
- DesignOps & Process Design
- Cross-functional Leadership
- Stakeholder Communication

Craft & Methodology

- Interaction & Visual Design
- Behavioral UX & Gamification
- Rapid Prototyping & POCs
- Usability Testing & Research
- Information Architecture
- User Journeys & Service Design

Technical Fluency

- React, Next.js, SwiftUI
- HTML/CSS/JS (production)
- Figma (variables, tokens)
- Mixpanel Event Tracking
- AI Prompt Engineering
- Google Apps Script

RECOGNITION

- ★ Top 10 Global Product Mentor — ADPList
 - ★ Built EaseUI — Solo-built AI design tool (172 waitlist, 11+ countries)
 - ★ Founded "UX Hacker" — 12,000+ followers
 - ★ Vibe-coded "Pinyin Master" — interactive language learning app
- ★ 4× Award-Winning Leader — Stevie® Awards
 - ★ Elfie Top Contributor Award
 - ★ Vibe-coded "AI Calories Calculator" — AI-powered nutrition app
 - ★ Shipped a 4.9★ SwiftUI Self-Tracker — 2,000+ downloads

BSc, Computer Science · Singapore · 2007 – 2010

Portfolio & case studies available upon request.