

# AMANDA SARAH CHIN

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**Product Designer with 3+ years shipping end-to-end experiences across interaction, visual design, and product strategy for a national platform serving 500,000+ users.** Known for taste and product instincts, with a track record of defining the right problem before it becomes an expensive build. Experienced in prototyping and iterating from ideation to launch, including AI-powered features and child-facing conversational agents with ethical guardrails. MA in data governance and algorithmic ethics.

## EXPERIENCE

**Product Designer** **Jan 2024 – Present**  
*The Singapore Student Learning Space (SLS), Ministry of Education* *Singapore*

- Developed user-centric design solutions on Singapore's national edtech platform serving >500,000 users.
- Secured senior leadership buy-in to add accessibility to national product roadmap, shipping keyboard navigation and screen reader fixes across 2 highest-traffic pages toward WCAG 2.2 AA compliance.
- Led user research for Browse and Search with 30 participants, informing product strategy, including redirecting two six-figure builds (semantic search and an AI recommender) that research showed would not solve the actual user problem.
- Owned all UX writing across the product, reviewing copy from error states to new features before anything ships. Caught misaligned labels, broken writing flow, and hierarchy issues in a feature pre-launch, pushing the team to fix it before it affected adoption.

**Freelance UX Designer** **Oct 2022 – Jan 2023,**  
*CuriousCore, for clients AirAsia (SEA), Canningvale (Aus), and* **Apr – May 2024**  
*The Nutrition Clinic (SG)* *Remote*

- Led a team of 3 to conduct UX research and reiterate prototypes, increasing user confidence for learning an app booking flow by 40% and reducing complexity of the booking flow by 27%.
- Provided UX strategy and UX writing, conducted design research, and reiterated validated prototypes, one of which increased its site's System Usability Score by 25% to 89%.

**English & Literature Educator** **Jan 2021 – Dec 2023**  
*Ministry of Education* *Singapore*

- Promoted 1.5 years ahead of schedule for leading the end-to-end design and implementation of an annual curriculum roadmap serving 420 users, aligning strategy with user needs and organisation goals.
- Designed and delivered 3 workshops on emerging edtech use cases for 50 educators, influencing adoption and earning national recognition from the Academy of Singapore Teachers.

## EDUCATION & CERTIFICATES

**MA in World Literature (Distinction)** | *University of Warwick (UK)* **2020**

**BA(Education) (Highest Distinction)** | *Nanyang Technological University (Singapore)* **2019**

**Advanced Usability and Accessibility** | *DesignLab* **2026**

**Certified ScrumMaster** | *Scrum Alliance* **2024**

**UX Career Accelerator Programme** | *CuriousCore* **2022**

## SKILLS

UX writing; UX design; Interaction design; User research; Accessibility; Prototyping; Figma; Jira; Maze; Hotjar; Claude Code; Cross-functional collaboration; Stakeholder management; Child-computer interaction; Design systems (in progress); Mandarin for business proficiency (in progress)