

# JOHN ZHANG NIANZHONG

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## YARA ASIA

*Aug 2022 to present*

### Senior UX Designer

#### Driving strategic / product innovation using UX design

- Collaborate with global business units to identify and execute strategic innovation opportunities to align with organisational goals with current solution offerings, identifying and mapping areas for improvement
- Lead and facilitate Design Sprint workshops, applying design thinking methodologies to solve user-centric problems through the five-phase process (Understand, Define, Sketch, Prototype and Test)
- Manage the end-to-end UX design process from concept ideation and wireframing to prototyping, UI design, design specifications, implementation support and design Quality Assurance. Apply user-centered design principles to create consistent user experience aligned with company's brand and design language
- Plan and execute user research to uncover insights that drive meaningful data informed design decisions. Support usability testing and leverage insights to continuously refine and improve designs
- Mentor junior UX designers, fostering their understanding and application of design thinking principles and UI best practice
- Promote and champion the adoption of design thinking methodologies across the organization to solve user-centric challenges



## STANDARD CHARTERED BANK

*Apr 2021 to Jun 2022*

### Senior Digital Experience Designer (SC DESIGN)

#### Leading the design of digital engagement initiatives (UX/UI designer)

- Lead design initiatives as the primary point of contact for product owners, developers and other stakeholders, ensuring alignment and effective communication
- Proactively identify and champion design enhancements for app and desktop versions to improve client experience and align with market and regulatory trends, overseeing implementation
- Serve as a central design resource, providing graphic and UI design for marketing and communication materials (brochures, websites, print collateral)
- Plan and conduct user research studies to understand user needs and pain points, and evaluate proposed solutions



*Jan 2019 to Mar 2021*

**STANDARD CHARTERED BANK**

**Associate Director, Design and Engagement Specialist  
(private bank & wealth management)**

*Supporting the Wealth Management and Private Banking segment*

- Maintain high standards for external client materials and internal communication templates, ensuring brand consistency and quality
- Lead special projects, such as the UI development for the new SC Impact App, empowering Private Bankers to engage clients and prospects more effectively
- Collaborate with the web team to ensure the Private Bank website features up-to-date information and UI design
- Contribute to the creative direction and project management of complex, technical product videos
- Work closely with the Group Communications and Marketing team to develop compelling client materials across various digital channels (website, mobile app UI, print, email, etc.)

*Feb 2017 to Dec 2018*

**Product Proposition Manager**



*Aug 2014 to Jan 2017*

**IBM SINGAPORE**

**Information Designer**

- Involved in the development of pitching documents and collaterals (mural, handbook, website, video, posters)
- Adopted Design thinking methodology in work, practice agile way of working
- Assisted in major key account acquisition in Singapore and overseas to ensure that the sales proposition was clearly defined and translated to the client



*Jan 2014 to July 2014*

**FINANCIAL ALLIANCE PTE LTD**

**Creative Design Specialist,**

*June 2009 to Dec 2013*

**Executive, Corporate Development Department**

**Education**

- Professional Diploma in UX Design - UX Design Institute
- Diploma in Compliance (Wealth Management) - University of Manchester.
- Bachelor of Arts – Economics - National University of Singapore

**Training**

- Specialised certification - Design Thinking - University of Virginia
- AI and UX design - Coursera
- Certification from Singapore College of Insurance (SCI)