



## ESTHER TANG JIA WEN

UX/UI & PRODUCT MANAGEMENT LEAD  
(Driving Product Success through Innovation)

A product and design leader passionate about creating purposeful, seamless digital experiences that connect business strategy with human needs.

With over a decade of experience leading UX, product design, and digital innovation across banking, healthcare, and energy tech industries, I bridge creativity and strategy to shape products users love and businesses grow from.

I build and guide multidisciplinary teams to think beyond design pixels to craft clarity, value, and measurable impact in every interaction.

### CONTACT ME

Mobile +6012-4300 228

Email esthertangjw@gmail.com

### PROFESSIONAL CERTIFICATION

**BACHELOR OF MEDIA & CREATIVE STUDIES** 2009

Major: Advertising, Broadcasting, Journalism, Graphic Design  
Institute: Universiti Tunku Abdul Rahman (UTAR)

### PROFESSIONAL SKILLS

<b>Adobe Photoshop</b>	<b>Sketch App</b>
<b>Adobe Illustrator</b>	<b>HTML</b>
<b>Adobe InDesign</b>	<b>CSS</b>
<b>Wordpress</b>	<b>InVision</b>
<b>Powerpoint</b>	<b>Jira</b>
<b>Customer Journey Mapping</b>	<b>Figma</b>

### ADDITIONAL SKILLS

**HRDF Accredited Trainer** 2025 - 2028

Experienced in delivering practical, hands-on training for UI/UX design using Figma, as well as Adobe tools including Illustrator, Photoshop, and related digital design software.

**Adobe Experience Manager (AEM) Content Management** Since 2022

Experienced in updating website pages in Adobe AEM — including creating, editing, moving, renaming pages, and updating metadata, titles, and descriptions.

## MY JOURNEY OF GROWTH

### Visamed International Sdn. Bhd. (EWAMED)

February 2023 - Present

UI/UX & Product Management Lead

- Lead a core team of 4-5 (BA, UI/UX, QA) and oversee multi-project delivery in collaboration with a 10+ Tech team members, driving alignment, resource optimization, and end-to-end execution across the software development life cycle, resulting in 10+ successful product launches and major platform enhancements.
- Drive the end-to-end UI/UX process, including user research, wireframing, prototyping, testing, and iterative improvements.
- Managed structured end-to-end delivery cycles, rolling out monthly enhancements alongside major system releases within 3-6 months, achieving a 90%+ on-time delivery rate while maintaining strong quality and performance standards.
- Oversaw multiple concurrent workstreams (up to 5-8 projects in parallel), aligning stakeholders across Product, Operations, Marketing, and Customer Service.
- Implemented structured KPI and milestone tracking across projects, contributing to a 90%+ on-time delivery rate and more predictable release cycles.
- Designed and rolled out gamification initiatives that boosted user engagement and active usage during campaign cycles, supporting product adoption and retention goals.
- Contributed to digital transformation initiatives in collaboration with Singapore's Ministry of Health to support the national HealthySG program, driving business revenue opportunities while promoting public health awareness across digital platforms.
- Spearheaded the successful launch and growth of multiple healthcare platforms:
  - Q+App – Increased daily active users (DAU) from 60 during initial takeover to 1.7k in 15 months' time; achieved 10.8k total downloads.
  - Health Frontier App – Boosted DAU from 1,091 during initial takeover to 1.3k in 12 months' time; accumulated 8.3k total downloads.
  - IMC App – Led first app release and reached 523 DAU in 3 months' time upon first app release; achieved 1.99k downloads; supported over 20k telemedicine appointments.

### Plus Xnergy Edge Technologies Sdn. Bhd.

November 2021 - November 2022

Design & Innovation Manager (UI/UX)

- Collaborated closely with product, engineering and management teams to gather user requirements, validate ideas through prototypes and usability insights.
- Incorporated customer feedback, usage metrics, and usability findings into design in order to enhance user experience.
- Identified opportunities for improvisation and create new products.
- Mentored and coached designers to grow in problem-solving, research, and strategic design.
- Built design cultures that balance creativity, practicality, and measurable results.

### Health4U Solutions Sdn Bhd (BookDoc)

April 2020 - October 2021

UI/UX Designer

- Aligned strategically with stakeholders and product managers to define UX strategies for healthcare web and app platforms.
- Designed end-to-end journeys for online consultation, e-prescription, virtual run challenges and digital health campaigns.
- Conducted detailed competitive research and identified unique positioning to set our products apart from others.
- Delivered wireframes, prototypes, and visual systems aligned with business KPIs.

### HONG LEONG BANK BERHAD

April 2018 - March 2020

Assistant Manager, UI/UX Design

- Designed and optimized banking journeys such as registration, transactions, wealth management system, ATM and multi-currency account experiences.
- Developed UI frameworks and UX flows for web and mobile banking products.
- Collaborated with stakeholders to translate compliance and security needs into intuitive experiences.
- Supported research and testing initiatives to refine product usability and adoption.
- Assisted in training and mentoring of junior members of UI/UX team on projects.

### SUNWAY BERHAD

March 2015 - March 2018

UX Web Designer

- Enhanced Sunway's website to improve user experience, interactions, and brand perception by optimizing navigation, usability, and web design in alignment with corporate identity.
- Consulted and advised regarding web and digital publication for better brand awareness or campaign conversion.
- Designed digital experiences and marketing interfaces aligned with corporate identity.

### SKYTOMATO SDN BHD

July 2013 - February 2015

Web Designer

- Designed responsive websites and brand visuals for SME clients using HTML5, CSS3, and WordPress.
- Built and maintained cohesive brand touchpoints through both digital and print collaterals.