

Shirley Siaw Yee Yu

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Experience

Staff / Lead Product Designer | AI Native, Design Systems, Fintech, Healthtech & Consumer Platforms

Healthy Asian Kitchen (Foodhak)

UK / Malaysia

Dec 2021- Present – Director (Foodhak Malaysia Sdn Bhd), Lead Designer

- Led all design related initiatives, integrating AI systems, delivering hyper-personalized nutrition solutions and improving choices of eating healthier.
- Unified product and marketing design workstreams by establishing shared design languages and brand standards, scaling design systems across the app and digital marketing touchpoints. Ensured brand cohesion between the core applications across digital products.
- Foodhak App Development: Directed the conceptualization, design, and launch. A complete end-to-end process of Foodhak App. Key features include
 - Foodhak Assistant: AI chatbot providing personalized nutrition guidance based on user health data.
 - Barcode Scanner: Analyze and score product ingredients using the NOVA food classification system and user's primary and secondary health goals for curated insights.
 - Real-time personalization: Bridging advance AI and user centric by designing advance recommendation system incorporating wearable data, implementing retrieval-augmented generation (RAG) techniques for depth and accuracy, preference-based recommendations
- Impact: Achieved 50%+ user engagement growth, scaled Foodhak AI and App across nationwide with 100,000+ total organic downloads in 2025.
- Technical skills and tools: Figma, Prototyping, Design System Architecture, Information Architecture, Brand, Webflow, Design Mentorship, Cross-Functional Collaboration (Eng/Product/Marketing), Jira, Confluence, Design Patterns, LLMs (Claude, GPT-4o), RAG techniques, Synthetic Persona studies

Flow Networks

CA,US / Singapore / Vietnam

Nov 2021 - Nov 2022 – Product Designer III

- Platform & Systems Architecture: Architected scalable "plug-and-play" playbook universe and UX blueprints for B2B and B2C payment ecosystems, defining core interaction patterns and identifying "Ah-Ha" moments to drive user retention.
- Cross-cultural Design leadership: Facilitated a multi-day international workshop in Vietnam for global stakeholders (US, Singapore, Vietnam) aligning engineering and product teams on a long term north star concept.
 - Conceptualize, identifying plausible outcomes and problems. Architect and establish a framework including VisaGo, U.S. Bank, East West Bank, Michigan State University Federal Credit Union, and Laurel Road. Major travel and retail entities like United, Global Blue, Allegiant, Lowe's, and Chick-fil-A.
 - Design critique facilitation: Established standard design critique framework to foster transparent feedback and open sessions with cross-function teams.
 - Strategic Alignment: Synthesized diverse regional requirements into a unified product roadmap, bridging gaps between technical constraints on B2B and user-centric goals.
- Design Ops & Critique Governance: initiated end-to-end design of consumer products, architecting comprehensive platform playbooks and design concepts to ensure scalable playbooks in payment and all related transactions.
- Engineering integration: bridge design-to-code gaps through structured documentations and shared component playbooks. Partners with engineering teams to translate complex playbooks into functional platform building blocks, reducing development frictions.

- Executive Storytelling: Synthesized diverse regional requirements and technical constraints into high-impact stakeholder decks, securing executive buy-in for strategic product initiatives and new market pitches.

Lightdrive

Germany

Jan 2021 - Jun 2021 – Lead designer & Co-founder

- Foundation Strategy: Defined the holistic product architecture and systemic UX strategy, balancing complex user behaviors with core business objectives for a sustainable launch.
- Multi-Platform Ecosystems: Architected seamless cross-platform experiences across Web, Mobile, and specialized operating systems (KaiOS), ensuring feature parity and accessibility across diverse hardware.
- End-to-End Conceptualization: Led the discovery and definition of the MVP feature set, identifying high-impact opportunities to improve experience.

Singtel International Group

Singapore

Feb 2019 - Oct 2021 – Product Designer - Storms (Founding Team)

- Employee #3 Strategic Capital Injection: Instrumental in supporting the C-suite to secure \$50M in Series A funding via a high-profile joint venture between Singtel, AIS (Thailand), and SK Telecom (South Korea) Architected the high-fidelity prototypes that defined the strategic product vision.
- National-Scale Distribution: Orchestrated the UX strategy for a nationwide telco-integrated rollout, designing a multi-platform ecosystem architected to scale to 800 million potential users.
- Core Feature Ownership: Directed the UX/UI strategy for critical product pillars, including Game Catalogues, RSS News, Payment Gateways, and secure Authentication flows, while ensuring strict adherence to global compliance and security standards.
- Design-to-Engineering Governance: Established the company's foundational design-to-code handoff documentation and asset management workflows, significantly reducing development cycles during rapid scaling.
- Product Architecture & Market Readiness: Spearheaded the end-to-end design of the Storms app, driving the product to full market readiness for a global Google Play deployment.

SEA Limited

Singapore / Malaysia

Dec 2013 - Aug 2018 – Design Team Lead - Garena

- AAA Creative Direction: Led and build digital products, embed localization and regional design strategy for premier global IPs, including League of Legends and EA FIFA Online, ensuring brand excellence across the SEA market rollout, designing a multi-platform ecosystem.
- Mass-Scale Engagement: Directed the production of high-impact key art and campaigns that supported a massive gaming ecosystem with 1M+ Daily Active Users (DAU).
- Esports Ecosystem Growth: Early adaptation to the end-to-end visual identity for the Singapore and Malaysia esports scenes, driving engagement from local tournaments to international stages.

Education

Middlesex University – BA (Hons) of Arts
Sabah Institute of Art, Diploma of Graphic Design

London, UK
Sabah, Malaysia