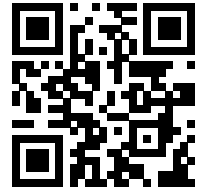# Ivan Yeo Rong Suan

Singaporean

`Senior Product Designer` `Design Systems Expert` `AI-Forward Creative`

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About

Results-driven Senior Product Designer with 8+ years of experience scaling design solutions for complex products. Proven track record of increasing user engagement by 48% and online sales by 160% through data-driven design decisions.

Currently expanding expertise in emerging technologies including comfyUI for generative AI, exploring AI agentic workflows.

Core Competencies

`Product Design` `Design Systems Architecture` `UX Research` `Stakeholder Management`

`Visual Design` `Process Design`

Experience

Present — Evyd Technology Pte Ltd

Senior Product Designer

Leadership & Strategy
- Lead end-to-end design strategy for enterprise-scale products, managing stakeholder requirements across macro and micro project levels
- Direct and mentor design team of junior designers, establishing frameworks and workflows that accelerate decision-making processes
- Architect unified design system consolidating multiple product systems, reducing design debt and improving development velocity by 40%

Innovation & Technical Excellence
- Pioneer integration of semantic and option tokens to systematize design language across product ecosystem
- Collaborate directly with engineering teams to implement seamless design-to-development handoffs
- Research and implement cutting-edge interaction patterns and design trends to maintain competitive advantage

Jul 2023 — Evyd Technology Pte Ltd

Product Designer

Product Strategy & Research
- Conducted comprehensive competitive analysis and benchmarking studies to inform strategic design decisions
- Created detailed user flows and journey maps for sprint planning, collaborating closely with product management
- Built and maintained scalable component library, ensuring design consistency across multiple product touchpoints

Experience

Sep 2022

Mellowlife Pte Ltd (Mpillow)

UX Designer

Impact-Driven Results
- Increased user satisfaction by 27% through comprehensive user research including surveys, focus groups, and pain point analysis
- Boosted appointment booking sessions by 48% by collaborating with marketing and SEO teams on data-driven UX improvements
- Utilized advanced analytics including heatmap analysis, CTR optimization, and drop-off rate reduction strategies

Jan 2022

Common Design Pte Ltd

Associate Design Consultant

Client Success & Business Impact
- Led website revamp project for financial services client, dramatically improving information architecture and user experience
- Developed cohesive visual design languages aligned with client brand strategies
- Consulted startups on design-driven business growth strategies, delivering measurable ROI improvements

Nov 2020

Mellowlife Pte Ltd (Mpillow)

UX Designer

Brand & Growth Achievement
- Achieved 160% increase in online sales within first year through strategic visual design implementation
- Developed comprehensive brand identity system including key visuals, illustrations, and marketing collaterals
- Analyzed user browsing data to optimize user flows and define cohesive design language for website redesign

AUG 2019

Leo Burnett

Jr. Art Director

Main areas of work
- Created high-impact key visuals for above-the-line and below-the-line advertising campaigns
- Developed storyboards for television commercials and provided comprehensive art direction for integrated campaigns
- Collaborated with creative teams to deliver award-worthy advertising solutions

MAY 2018

Saatchi & Saatchi

Jr. Art Director

Main areas of work
- Conceptualized and executed key visuals and creative ideas for major brand campaigns and new business pitches
- Created custom illustrations and storyboards supporting video production workflows
- Contributed to creative strategy development

May 2017

National Service

Education

2014

Diploma in Digital Media Design Animation

Nanyang Polytechnic (Singapore)

2011

Technical Skills

Design Tools
Figma, Adobe Creative Suite, ComfyUI, MidJourney, Cursor

Development Collaboration
HTML/CSS basics, Design Systems (Tokens), Version Control (Git)

Research & Analytics
Hotjar, Google Analytics

Key Achievements

160% increase in online sales through strategic design implementation

48% boost in appointment booking conversion rates via UX optimization

27% improvement in user satisfaction scores through research-driven design iterations

40% faster development velocity through unified design system architecture

Successfully managed and mentored design teams across multiple concurrent projects