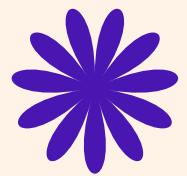




Maggie Jiang




UX | Service Design | Architectural Design

 maggiejiang.com

Hi, I'm Maggie and I'm a Experience designer with an architectural design background. Drawing from my experience in creating user-centric digital & physical touchpoints, I apply my design thinking, attention-to-detail and problem-solving skills to tackle business challenges. I love dissecting complex issues to uncover their underlying causes through co-creation with customers, employees and business leaders.

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 Singapore

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EDUCATION

CuriousCore User Experience Career Accelerator

June 2023 - September 2023

Master of Architecture (Prof) - First Class Honours

2019-2020 University of Auckland, New Zealand

Bachelor of Architectural Studies

2016-2018 University of Auckland, New Zealand

Singapore-Cambridge GCE 'A' Level

2009-2015 River Valley High School, Singapore

SKILLS

User research

User interviews

Personas

User testing

Surveys

Prototype

Wireframes

Miro

Figma

Maze

Service Blueprint

AutoCAD

SketchUp

Adobe CC

LANGUAGES

English

Mandarin Chinese

EXPERIENCE

CPF Board, Singapore

March 2024 - Present, Service Designer

- Mapping the journeys of customers and employees, identify gaps and opportunities and develop innovative ideas to improve customer and employee experience.

CuriousCore, Singapore

June 2023 - March 2024, User Experience Designer

- ZOLO Mart (B2B): Delivered high fidelity prototype, conducted usability testing on Maze, coordinated on-site user-testing with clients of ZOLO, a food supplier order management platform.
- SaladStop! (B2C): Led a team of 3, uncovering user insights through ethnographic research, user surveys, and heuristic evaluations, conducted usability testing and produced high-fidelity prototype.
- TribeX (B2C): As a user researcher, delivered user insights for community building platform using user interviews, surveys, user flows, synthesized through user persona, empathy mapping and affinity mapping.

SAA Architects (Surbana Jurong), Singapore

May 2022 - Oct 2023, Architectural Executive

- Facilitated regular client-consultant meetings to share design updates and action items
- Collaborate with cross-functional teams to ensure all aspects are in sync and project is delivered on time
- Delivered Concept & Schematic Design phases of local and international architectural projects and proposals, including Residential, Commercial, and Retail to meet clients needs.

New Space Architects, Singapore

Dec 2020 - April 2022, Architectural Assistant

- Award-winning local residential firm
- Supported the team on Concept & Schematic Design phases of Mixed-Use hotel-residential project in Shunde, China.
- Prepared presentation materials for Chinese audience
- Designed co-working spaces for Singapore context.