

Jing-Hui (J.H.) Choy

SENIOR / LEAD PRODUCT DESIGNER

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SUMMARY

Senior / Lead Product Designer with 6+ years of experience across defence, fintech, enterprise, and consultancy environments. Strong in UX strategy, user research, design systems, and stakeholder management, with a track record of improving user experience, design maturity, and delivery outcomes across complex digital products.

EXPERIENCE

UX Consultant (UX Lead)

NTT DATA | Jan 2026 – Jul 2026

- Led UX for the DSTA project, setting strategy and aligning stakeholders across key workstreams.
- Developed a product with embedded AI modules, applying AI-driven workflows across the design process.
- Specialised in UX consulting for Singapore's defence sector across DSTA and HTX accounts.

Associate Tech Lead, User Experience

DBiz.ai | Feb 2025 – Aug 2025

- Owned UX delivery for TÜV SÜD Singapore's 0-to-1 corporate request product.
- Built design system foundations for an AI dashboard, including reusable components and DesignOps.

Career Break

2024

- Took a planned break to focus on family and my well-being, and came back with a clearer sense of the work I want to do.

Senior UX Designer

Backbase | Aug 2022 – Nov 2023

- Designed EastWest Bank's retail banking platforms, contributing to >4.5 App Store ratings at launch.
- Localised global designs through research and benchmarking to improve product-market fit.
- Ran regular design critiques, feeding local insights into global roadmaps to strengthen APAC representation.

Senior User Experience Designer

Chemistry | Feb 2022 – Jul 2022

- Headed the digital UX capability, building the pillar's practice for a strategic design consultancy.
- Directly led and project managed a team of 5 on the SIT project.
- Reporting manager for 2 interns and 1 junior designer, mentoring them across client engagements.
- Managed UX delivery across client work, ensuring clarity and consistency.

UI/UX Designer

DSTA Digital Factory (IBM iX) | Aug 2020 – Feb 2022

- Led product design for two squads, delivering 0-to-1 solutions for 1,000+ stakeholders.
- Facilitated IBM Enterprise Design Thinking workshops to accelerate ideation and alignment.
- Conducted user research and usability testing, improving task success and efficiency.
- Launched an internal product that cut annual costs by \$700k and saved 150,000 working hours.

Associate Strategist

Digitas/Arcade (Publicis Groupe) | Jun 2017 – May 2019

- Supported CX, CRM, and branding strategy for brands including Samsung Mobile, HSBC, and Shangri-La Hotels, before transitioning into UX via General Assembly's UX Design Immersive.

EDUCATION

MSc, Design and Artificial Intelligence for Enterprise (Part-time)

Singapore University of Technology and Design (SUTD) | Sep 2026 – Aug 2028 (expected)

BA, Psychology & Communication (Double Major)

University at Buffalo, SUNY | Sep 2013 – Aug 2016

Summa Cum Laude; 3.798/4.000; Dean's List Fall 2013; Phi Beta Kappa

SKILLS

Product Design: Design systems, UX writing, content strategy, information architecture, iOS/Android/web

Research & Strategy: Usability testing, journey mapping, persona development, benchmarking

Collaboration & Leadership: Design thinking workshops, stakeholder management, mentoring, critiques, governance

Tools: Figma, Figma Make, FigJam, Miro, Claude, ChatGPT, Codex, Adobe Creative Suite, Jira, Confluence, Notion

Mentoring: Active design mentor (formerly AdpList, now Hop)

CERTIFICATIONS

General Assembly UX Design Immersive, NN/g New UX Managers, IBM Enterprise Design Thinking, CSM, CSPO, A-CSPO, PSPO, W3Cx Accessibility, NTT DATA GenAI Academy (White Belt, Yellow Belt).