

Yeo Kai Xu, Daniel | UI/UX Designer

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Professional Summary

Final-year design student with corporate internship experience at DBS Bank and a background in freelance product design. Proven ability to bridge user needs and business goals through data-driven research, accessible UI, and high-fidelity prototyping. Committed to delivering polished, user-centric digital experiences in fast-paced product environments.

Core Skills

UI/UX, Figma, User Research, Wireframing, Prototyping, Usability Testing, Design Systems, Adobe Creative Suite, Accessibility (WCAG), Stakeholder Management, SEO Optimisation, CMS, Cross-functional Collaboration

Work Experience

UI/UX Intern | **DBS Bank** | Singapore | 05/2025 – 08/2025

- Designed and prototyped end-to-end user flows for the Taiwan Travel Insurance microsite, balancing business requirements with technical feasibility.
- Audited and retrofitted legacy screens for China Banca and HK iWealth to ensure 100% compliance with WCAG accessibility standards and brand consistency.
- Partnered with developers on IB88 to conduct UI defect testing, ensuring pixel-perfect implementation and functional integrity during the hand-off phase.
- Facilitated usability testing for the "Fun Money" feature by building high-fidelity prototypes to identify and resolve pain points for "power users."
- Ideated and animated micro-interactions for the TravellerShield Plus "Signature Experience," enhancing user engagement through motion design.

Freelance Web Designer | Various Companies | Singapore | 2020 – 2025

- Companies: **Kyoten Japanese Cuisine, David N Goliath Group & Seraph Global**
- Collaborated directly and spearheaded end-to-end design for diverse clients & stakeholders, translating complex business requirements into intuitive user interfaces and functional prototypes.

Graphic Design Intern | **APT811** | Singapore | 03/2019 – 05/2019

- Developed data-driven infographics for the CSA Singapore Cyber Landscape 2018 report and spearheaded event branding for Singapore Polytechnic. Created sustainable packaging designs for UglyFood and produced storyboards/digital assets for Woosa, consistently translating complex brand missions into engaging, user-focused visual narratives.

Education

LASALLE College of the Arts | Bachelor(Honours) Design Communication | 2023 – Present
Singapore Polytechnic | Diploma in Visual Communication & Media Design | 2017 – 2020