

Loh Chor Boon

Product (UI/UX) Designer

luchuwen234@gmail.com | (+65) 8121 1823 | [Linkedln](#) | [Design Portfolio](#)

ABOUT

Product designer with 2-3 years owning end-to-end design decisions across healthcare apps, B2B portals, and internal ops tools, from framing ambiguous problems with stakeholders through to measurable ship. Currently focused on designing AI-integrated workflows people can understand, trust, and verify.

EDUCATION

BA (Hons) Industrial Design · National University of Singapore

Aug 2020 - Jul 2023

Diploma in Product Design & Innovation · Ngee Ann Polytechnic

Apr 2017 - May 2020

WORK EXPERIENCE

Product Designer · DoctorAnywhere

Singapore | Dec 2023 - Present

- Led the end-to-end redesign of the claims submission flow, from mobile app input to ops and external stakeholders' web portals. Cut OCR abandonment from 33% to 21%, lifted claim completeness by 18%, and cut ops follow-up effort by 20%.
- Owned a two-tier fraud, waste, and abuse scoring system from scratch, surfacing fraud type inline instead of manual search. Saved 5-10 min per assessment, cut ops costs 10%.
- Led a platform-wide look-and-feel refresh to clear design debt and set up for new AI features, standardising components in Storybook so other designers default to the current system. Zero disruption to adoption, well received by clinical ops.
- Designed an AI-assisted referral workflow within the refreshed portal, auto-drafting the referral letter for doctor review before patients receive it in-app. Saved doctors 5-10 min of admin work per referral to focus on quality of care.
- Used Claude Code linked to the portal codebase for interactive prototypes matching real fields and constraints, cutting spec pushback and shipping 17% faster.
- Selected CSAT over other feedback models based on business requirements, then defined a master template applied across 5 entry points and built to extend to future ones. Lifted 5-star ratings from 87% to 95%.

Marketing Graphic Design Intern · Shopee

Singapore | May 2022 - Aug 2023

- Worked within the BD team, managing concurrent campaigns from brief to delivery, producing 2-3 mobile landing pages monthly for prize campaigns, EDMs, social posts, and homepage banners under tight deadlines.
- Collaborated with the design team to align media-themed assets across iOS and Android for mobile campaigns.

Product Design Intern · Design Incubation Centre

Singapore | May - Aug 2021

Physical prototyping project, research through fabrication and supplier sourcing.

UI/UX Design Intern · Plus65 Interactive Pte Ltd

Singapore | Nov 2019 - Feb 2020

- Designed mobile and web prototypes grounded in user research and mapped service blueprints to surface usability gaps and cross-team optimisation opportunities.

SKILLS

AI & Design Workflow: AI-assisted design workflows, trust-centred interaction design, OCR flows, human-in-the-loop patterns. Uses Claude, ChatGPT, and Gemini for research synthesis, UX copy, and ideation.

Research & Strategy: User research, stakeholder interviews, competitive analysis, heuristic evaluation, usability testing, service blueprinting.

Interaction & Visual Design: User flows, wireframing, lo to hi-fi prototyping, interaction design, visual design, information architecture, accessibility, micro-animations, UI illustration.

Design Systems: Built and drove adoption of a Storybook component library across the design team. Tokens, colour styles, spacing, design-to-dev handoff.

Tools: Figma, Figma Dev Mode, Storybook.

OTHERS

Languages: English, Chinese (Mandarin)

Interests: Into mysteries and figuring out how things unravel. I think and communicate best through visuals, sketching ideas or illustrating concepts to make them easy to understand.