

Rakeeza Sheren

Singapore-based UX designer with experience designing complex, user-centred digital products. I specialise in creating clear, scalable solutions that balance user needs with business impact, working across UX, UI, and design leadership.

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 [Rakeeza Sheren](#) 

Work Experience

5 Years Experience in UX

5 Years Experience in Design

UI / UX Designer

Nov 2023 - Present | UOB Bank (Singapore)

At UOB, I design for UOB Infinity, a digital banking platform for Corporate Cash Management, Financial Supply Chain Management and Trade needs across 10 markets. I work closely with product, engineering, and business teams to improve usability and drive measurable increases in client engagement and profitability.

UX Product Designer

Feb 2023 - Sep 2023 | CuriousCore

Led the end-to-end design of Curious Core www.curiouscore.com, from research and journey mapping through to wire-framing and high-fidelity design. Worked closely with stakeholders and developers to deliver on timelines while ensuring design quality and alignment with business goals. Improved B2B page usability, contributing to stronger B2B sales performance.

Apprentice UX Designer

October 2021 - January 2023 | CuriousCore

Contributed to end-to-end UX design on multiple freelance projects, partnering with industry professionals to solve real business problems. Conducted user research, business analysis, interviews, and rapid prototyping while working with multiple stakeholders. Delivered live project for clients including AirAsia, The Nutrition Clinic, and Her Velvet Vase.

Digital Designer

July 2020 - Feb 2023 | Synthesis Singapore

Specialised in data visualisation, designing insight-driven visuals for clients including Estée Lauder, Netflix, Nike, the Singapore Government, and the BBC. As the sole in-house designer, led visual direction across external and internal outputs, delivering clear, compelling visuals that contributed to a 40% growth in social media followers and elevated the company's design standards.

Freelance Graphic Designer

Febrary 2020 - July 2020 | Prudential

Creating animated data visualisations for recruitment package project (Internal)

Graphic Designer + Project Manager

October 2018 - January 2020 | Quirk

In a dual role encompassing graphic design and project management, I gained valuable insights into both agency ends, including web, digital, and social media marketing. Clients designed for: Merck, ISCA, Best Petrol, Moyem Medical, Royal Plaza, HEB Firewalking website, AIA, Temasek Holdings etc. Clients Managed: St Luke Elder Care, Filmgarde Website, Guardian, Joyden (GDN & website), International French School website

Junior Graphic Designer

January 2018 - August 2018 | Equus

Held a dual role across design and project coordination, delivering web, digital, and social marketing work within an agency environment. Designed for clients including Merck, ISCA, Best Petrol, Moyem Medical, Royal Plaza, AIA, and Temasek Holdings, while managing projects for clients such as St Luke Elder Care, Guardian, Joyden, and the International French School.

Design Team lead

August 2015 - June 2018 | Soutilaahi

Headed a team of like minded designers to produce event collaterals for a non profit organisation

Education

Glasgow School of Arts

Sept 15' - Jun 17' | Sg, Scotland
BA with Honours in
Communications Design

Lasalle College of the Arts

Aug 11' - May 14' | Singapore
Diploma in Design Communications

Methodology

Tools

User research	Figma
Insight synthesis	Miro
Systems Thinking	A. Illustrator
Problem definition	A. Photoshop
UX strategy	A. Aftereffects
Interaction design	Adobe XD
Information architecture	
Wireframing	
Prototyping	

Certification

UX Design Career Accelerator
(4 Months) — CuriousCore, 2022

Supercharge your marketing with Ai
— Rocket Academy, 2023

Design with AI Course
— ADPList, 2023

ADPList Product Management with Ai
— ADPList, 2023

Awards

TTABAwards2024—Tech Talent of the Year: 2024

Olay—1st Prize: Olay's Best Beautiful AdCampaign

Reference

Daylon Soh — Founder of CuriousCore
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Silvia Tan — Account Manager at Distilleri
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