TEO CHOONG CHING (CC)

Singapore | teo.choong.ching@gmail.com
choongchingteo.webflow.io | linkedin.com/in/choongching | dribbble.com/choongching

PROFESSIONAL SUMMARY

Lead Product Designer, 12+ years as a hands-on IC across B2B SaaS, AI-native products, and enterprise platforms. Currently the sole designer at Trustana, where I built a PIM and AI data enrichment platform from zero, now processing 30K+ SKUs per month for enterprise retailers across APAC and Middle East markets. I do the work end-to-end: research, design systems, prototyping in the live codebase, and shipping. Before Trustana: AI conversational tools at Saleswhale (YC S16, Series A), community and subtitling features at Rakuten Viki (40M monthly viewers), and native banking apps at OCBC.

SKILLS

Design: Product Design, UX Design, 0-to-1, Design Systems, AI Product Design, Enterprise Workflows, Information Architecture, Human-in-the-Loop Design

Tools: Figma, Claude Code, Cursor, Webflow, Microsoft Clarity, Hotjar, GitLab, GitHub

Process: Google Design Sprint, Service Blueprint, User Research, B2B Research, A/B Testing, Agile, User Story Mapping, Stakeholder Management, Design Hiring

Domain: B2B SaaS, PIM, DAM, AI Data Enrichment, Bulk Data Workflows, Retail/Commerce, Enterprise, Fintech, APAC Markets

PROFESSIONAL EXPERIENCE

Lead Product Designer | Trustana — Mar 2021 - Present

AI product data platform that helps retailers automate how they onboard, enrich, and manage product information at scale. Joined as the second hire. Promoted from Senior Product Designer. Sole designer for most of the past five years.

- Designed the initial B2B marketplace for SME suppliers and distributors, then led the product pivot into PIM (Product Information Management) and DAM platforms as the team explored product-market fit. Built from zero.
- Launched PIM beta in March 2023. Onboarded early POC customers across Singapore, with 950+ products imported per day within months of launch.
- Designed and shipped bulk product import, AI data enrichment, and image enrichment workflows for enterprise retailers processing 30K+ SKUs per month.
- Delivered workflows that cut Vallen Asia's product onboarding from 2 weeks to 2 days. David Jones refreshed 73 brands (8,000 SKUs/week) with 12-52% higher product detail page engagement.
- Championed AI-assisted prototyping tools (Claude Code, Cursor) across the product team for faster exploration and ideation. Shortened the design-to-delivery cycle by about a week.
- Validated shipped features through Microsoft Clarity and Hotjar session reviews, identifying usability issues that informed multiple design iterations post-launch.
- Led design hiring: defined candidate criteria, scoped profiles with recruiters, and created the design exercise and assessment process.
- Built and maintained Trustana's marketing site on Webflow: layout, content, art direction, and GTM launch support.

Senior Product Designer | Saleswhale (YC S16) — Jan 2019 - Sep 2020

Joined when the company raised its Series A. YC-backed AI conversational platform for Marketing and Sales teams. Three-person design team.

- Designed the AI assistant's core workflows: email outreach configuration, lead classification, and conversation management for B2B marketing teams.
- Moved the team from Sketch to Figma and set up Saleswhale's first shared design library. Streamlined collaboration between two designers, PMs, and developers, cutting handoff friction and speeding up screen production. Also introduced the design process, OKRs, and hired our junior designer.
- Ran Google Design Sprints (AJ&Smart certified) for major features: the platform's first Dashboard, the Reveal lead funnel view, and the Salesforce integration that synced lead status updates for sales teams.

- Piloted Research Ops v1.0 and introduced user research practices to PMs and Customer Success managers, embedding research into the product development cycle.

User Experience Designer | Rakuten Viki May 2015 - Jan 2019

Video streaming platform for Asian drama fans worldwide. Joined as the second product designer post-acquisition. Team grew to four designers.

- Designed fan channels, subtitling tools, and community features for Viki's 40M+ monthly viewers. Led the platform redesign after the Rakuten acquisition.
- Ran qualitative research (live interviews, usability sessions) to shape community features, a Korean language learning app, and subscription streaming experiences. Findings fed directly into design iterations across releases.
- Maintained and updated Soompi's website (acquired by Viki, 7M users) and launched fan voting and poll features for the Korean entertainment news portal.
- Validated design decisions through A/B tests via Optimizely, partnering with data and engineering teams on experimentation and feature rollout.
- Partnered with the UX researcher on qualitative and quantitative studies: user interviews, usability testing, surveys, session analysis, and research planning.

User Experience Designer | AsiaRooms Pte Ltd Jan 2013 - Mar 2015

UK-owned online travel agency, hotel booking for Asia. First full-time in-house UX role.

- Redesigned the AsiaRooms booking flow across web and native mobile (iOS and Android), working directly with developers on implementation.
- Designed localization UX patterns across ASEAN markets (Thai, Vietnamese, Indonesian Rupiah) while sharing design systems with sister company LateRooms in Manchester.
- Optimized booking conversion flows through A/B split tests and Crazy Egg heatmap analysis on key form pages.

UI/UX Designer | Aleph-Labs Jul 2011 - Dec 2012

Boutique design agency in Singapore. Embedded consultant with banking clients: OCBC Bank, UOB Singapore, and ANZ Singapore.

- Designed OCBC's digital banking interfaces across iOS, Android, iPad, and responsive web, embedded on-site at OCBC HQ.
- Designed and shipped OCBC's native mobile banking app and the first iPad internet banking app, featured in OCBC's official news announcement.
- Contributed to the UI design of OCBC Money Insights, Singapore's first online banking tool for automated expense tracking and budgeting. Reached 60,000 active users within two months of launch.
- Supported the design styleguide refresh for UOB's enterprise web banking platform, standardizing UI patterns across the application.

EDUCATION

Faculty of Creative Multimedia, Media Innovation Graduated 2007

Multimedia University (MMU), Cyberjaya, Malaysia

CERTIFICATIONS

Google Design Sprint | Certified by AJ&Smart