

Neil Brian

Senior Product Designer

Product design leader with 13+ years across digital products, editorial experiences and brand systems. I lead complex cross-platform work from strategy through delivery, aligning product, editorial and technology teams around clear, scalable experiences.

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Strategic and hands-on, with strengths in systems thinking, stakeholder alignment and multidisciplinary delivery. I translate complex editorial and business needs into focused digital products that strengthen engagement, trust and performance.

skills

Product strategy × design leadership
Editorial experience design
Cross-platform UI/UX
Design systems × governance
Information architecture
Interaction design × prototyping
User research × usability testing
Accessibility × inclusive design
Stakeholder facilitation
Agile product delivery
Brand systems × visual communication
Public speaking × media engagement
Braille reading × writing



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experience

SEP 2024 → PRESENT

Senior Product Designer

SPH Media Ltd (The Straits Times)

Lead product design across major audience-facing initiatives for The Straits Times, spanning mobile app, responsive web, editorial formats and platform systems. Directed the award-winning ST18o redesign and navigation experience, and now lead strategic programmes including personalised year-end experiences, text-to-speech, account journeys and scalable editorial design frameworks. Partner closely with product, editorial, engineering, data, marketing and senior leadership to define direction, align workstreams and deliver cohesive experiences across platforms.

Recognition: EPPY Awards 2025 — Winner, Best Website Navigation; contributed to The Straits Times' wins for Best Overall Website Design and Best Redesign/Relaunch, and 2nd Place for Best Mobile News App.

SEP 2020 → AUG 2024

Senior User Interface Architect

Section Pte Ltd (Experience design)

Led interface design and scalable design-system work for complex financial and enterprise products, including OCBC and FRANK by OCBC. Translated research, business requirements and technical constraints into accessible user journeys, reusable components and production-ready specifications, working closely with clients, product teams and engineers through agile delivery.

JUN 2019 → MAR 2020

Senior UI Designer

Zinier (B2B Enterprise app)

Led the visual redesign of Zinier's enterprise product ecosystem across mobile, web and internal tools. Established UI libraries, interaction patterns and product assets supporting new features, sales and implementation teams.

MAR 2018 → JUN 2019

Experience Designer, Branding & app UI

Honestbee Pte Ltd (B2C Consumer app)

Designed integrated consumer journeys across honestbee's app, web, kiosks and physical retail environment. Led visual systems, onboarding, navigation, wayfinding and in-product communication for the habitat by honestbee launch.

AUG 2016 → AUG 2017

Corporate Communications Manager

Quantum Mavericks × WISE Inc Pte Ltd

Managed corporate and client branding, communications strategy, public relations, events and media engagement.

AUG 2013 → MAY 2014

Senior Executive, Corporate Affairs

Mercy Relief Ltd

Developed public campaigns, stakeholder communications and media outreach supporting humanitarian and disaster-relief programmes.

education

NTU School of Art, Design
and Media (ADM)

Bachelor of Fine Arts, BFA
Visual Communication
Class of 2013

Anglo-Chinese Junior
College (ACJC)

GCE 'A' Levels
Class of 2008

Victoria School (vs)

GCE 'O' Levels
Class of 2006

ASEAN Scholarship

Ministry of Education, Singapore
Recipient



Figma × FigJam
Sketch
HTML × CSS
Vectary × Spline

Adobe Creative Suite
Generative AI tools
Prototyping tools
Pen × paper



works

The Straits Times — ST180 redesign product strategy × app × responsive web × navigation

SEP 2024 →
2025

Led product design for The Straits Times' navigation experience as part of the ST180 redesign across mobile app and responsive web. The work won **Best Website Navigation** at the EPPY Awards 2025, with the broader relaunch also receiving recognition across website design, redesign and mobile news app categories.



The Straits Times — design systems and editorial platforms design systems × governance × scalable editorial UI

SEP 2024 →
PRESENT

Lead the development and evolution of reusable foundations, components and editorial patterns across The Straits Times' digital products. Translate product and newsroom requirements into scalable cross-platform systems, improving consistency, delivery efficiency and collaboration between designers and engineers.

The Straits Times — personalisation and audience products product leadership × personalisation × engagement

2025 →
PRESENT

Lead design for strategic audience initiatives including personalised year-end experiences, text-to-speech, account journeys and new editorial formats. Shape product direction from early concept and stakeholder alignment through prototyping, validation and delivery across editorial, data, technology and marketing workstreams.

OCBC Digital ui.ux × core banking (CFS) × design systems

JAN 2023 →
AUG 2024

Designed complex banking experiences and reusable interface systems for OCBC's digital platforms, working within strict security, compliance and accessibility requirements. Details remain private and confidential.

FRANK by OCBC ui.ux × signup × onboarding

SEP 2020 →
DEC 2022

Led interface design for signup and onboarding across FRANK's digital banking and investment experience. Designed compliant, accessible and user-friendly primary and alternative flows, supported by usability testing and iterative refinement.

Zinier enterprise SaaS × ui systems × field service

JUN 2019 →
MAR 2020

Led the UI redesign of Zinier's enterprise field-service platform across mobile, web and internal tools. Simplified technician workflows, strengthened iconography and established reusable interface patterns to improve task efficiency and product consistency.

habitat by honestbee integrated experience × wayfinding × app ui

AUG 2018 →
JUN 2019

Designed integrated customer journeys across the habitat app, web, digital kiosks and physical retail environment. Led onboarding, navigation, wayfinding, interface systems and branded in-product communication for the 2018 launch.



references

→ → available upon request