

Nicole Chu

Product Designer • UX Design, Design Systems, User Research

Product Designer with 6+ years of experience designing user-centered experiences in environmental and digital contexts, now focused on UX and product design. Skilled in interaction design, visual design, and translating complex requirements into accessible solutions. Track record of collaborating cross-functionally and integrating user feedback to deliver high-quality outcomes.

Portfolio: nicolechu.net

Contact

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Professional experience

Starlight Building Maintenance Services (S) Pte Ltd, Singapore

Digital Marketer • July 2025–Present • Full-time, Remote

- Plan, design, and publish social media content for ongoing and completed projects across Instagram, Facebook, and LinkedIn, tailoring formats, captions, and hashtags for each platform to maximise reach and engagement.
- Coordinate on-site photo shoots, capturing project imagery to support storytelling and visual brand consistency.
- Track basic performance metrics to identify high-performing content themes and inform future posts.

Gratus Investment Management Pte Ltd, Singapore

Freelance Product & Web Designer • 2025 • Contract

- Conducted competitive analysis to benchmark industry standards and identify opportunities for differentiation in the investment management space.
- Designed and built responsive website on Squarespace, implementing best practices for information architecture, visual hierarchy, and user journey optimization.
- Developed comprehensive handover package including Squarespace setup documentation, content guidelines, brand standards, and training materials to enable independent site management.
- Client sector: Asset management

Grant Associates, Singapore

Senior Landscape Architect • July 2024–July 2025 • Full-time, On site

- Served on the core design team for the award-winning Grand Hyatt landscape (Gold Award, SILA SLAA 2025 – Hotel and Resorts category), leading contributions in research, concept development, iteration, and stakeholder presentations
- Led design for large-scale hospitality and public realm projects, balancing user needs, technical constraints in complex stakeholder environments.

- Guided concept development through to detailed design, coordinating with engineers, consultants, and client teams to deliver buildable, high-quality experiences.
- Mentored junior designers on design craft, documentation quality, and project delivery processes.

Landscape Architect • September 2019–July 2024 • Full-time, On site

- Translated qualitative user insights and site observations into spatial journeys, flows, and wayfinding that improved user experience in physical environments.
- Developed visually compelling design narratives, drawings, and presentations that aligned project teams around shared goals.
- Managed coordination with consultants and contractors to ensure design intent was preserved through construction.

Skills

- **Product & UX:** Interaction design, Information architecture, User flows, Task flow optimisation, Design systems, Responsive web design
- **Research & Insight:** User interviews, Card sorting, Competitive analysis, Site and behavioural observation, User needs analysis, Usability testing, Feedback synthesis
- **Visual & Communication:** Visual design, Typography, Layout, Color systems, Storytelling, Social media content
- **Tools & Platforms:** Figma, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Squarespace, Canva

Professional Credentials

Professional Certificate in UX Design and Product Management

Nanyang Technological University • 2025

Capstone project: NTU PACE website redesign. Delivered strategic brief, research insights, interaction design to NTU PACE stakeholders. Presented findings and design recommendations to NTU PACE executives.

Accredited Landscape Architect

Singapore Institute of Landscape Architects • 2023

Awards and Community Leadership

- **Gold Award**, SILA SLAA 2025 – Hotel and Resorts category, Grand Hyatt landscape architecture
- **Council Member**, Head of Communications, Singapore Institute of Landscape Architects (voluntary, April 2023–Present)

Education

Master of Landscape Architecture

University of Sheffield • 2019 • Distinction