

Sim Jun Han

Lead Product Designer

PROFILE

Lead Product Designer with 10+ years in fintech, crafting end-to-end product experiences that connect user needs with business outcomes. Experienced in design leadership, design systems, and DesignOps. Currently integrating AI into design and development workflows to move faster without compromising craft.

+6012-3555375
hello@jay-han.com
linkedin.com/in/jayhansim
www.jay-han.com/portfolio/

SKILLS

Design craft

End-to-end product design Visual design
Interaction design Design systems
Prototyping UX research DesignOps
Design ↔ code

AI and tooling

Claude Code Gemini Cursor
Midjourney Figma Jitter
Adobe Creative Suite

Design leadership

People management Hiring
Design critique Team mentoring

EXPERIENCE

Lead Product Designer at ADDX

Jan 2023 - Jan 2026 SG

- Managed and mentored a team of 4 designers through regular 1:1s, weekly syncs, and design critiques - promoted one junior to senior designer.
- Enhanced the portfolio experience, improving how users track their earnings - received positive client feedback.
- Overhauled the ADDX Design System - improving cross-team adoption, product consistency, and design-to-engineering handoff.
- Designed the investor-facing offering deck for a round that closed oversubscribed.
- Redesigned ADDX landing page - contributed to a measurable improvement in conversion rate.
- Designed in-app marketing content initiatives that improved user engagement.

Lead Product Designer at GXS Bank

Mar 2021 - Dec 2022 SG

- Contributed to the launch of the consumer banking app - designed banking features including profile and identity, invest, payments, communications, and onboarding.
- Led 0 → 1 design for FlexiLoan - the product issued over 100,000 loans in under a year and helped users save S\$4 million in interest.
- Ran weekly design clinics to foster team collaboration and shared critique.

AVP, User Experience & Design at DBS Bank

Nov 2015 - Feb 2021 SG

- Designed consumer banking app for Indonesia, India, Singapore and Hong Kong markets.
- Contributed to the revamp of digibank SG and iWealth SG & HK - modernizing the interface and migrating to a new design system.
- Delivered product design across wealth and retail banking in 4 markets - managing multi-market requirements, intricate user flows, and extensive edge cases at scale.

Design Lead at Intelligent Money Sdn. Bhd.

May 2013 - Oct 2015 MY

- First lead role as UI/UX designer, and built the design team.
- Shipped web apps with heavy focus on optimizing for conversion rate using tools like VWO.
- Designed and hand-coded web pages using web standards before handing over to engineers.

Earlier: The New Straits Times (Head of Creative Services, 2011–2013) · Friendster/MOL (2010–2011) · AS Online (2008–2010) · JG Games (2007–2008) · Blueocean Technologies (2006–2007)

SIDE WORK

Vibe coding

Building functional micro-apps and design tools - exploring design-to-code workflows using Claude Code and Cursor.

Writing

Sharing design thinking, aesthetic taste, and fintech observations through long-form essays on [Medium](#) and [Substack](#).

Type design

Designed and released fonts with over 10,000 downloads to date, continuing to explore type design with Glyphs 3.

LANGUAGES

English ●●●●●
Chinese ●●●●●
Malay ●●●●●
Japanese ●●●●●

EDUCATION

KBU International College
BA(Hons) Graphic Design
2nd Upper Class