

AARON SHEN JUNWEI

Product Designer



www.linkedin.com/in/aaron-shen-junwei



+65 9146 2605



shenaaron@hotmail.com

Portfolio Site

www.aaronatwork.com



PROFILE

Multidisciplinary Product & UX Designer with 10+ years of experience designing digital products in the healthcare, education, and life sciences sectors. Originally trained in branding and visual design, I now specialise in user research, service design, and end-to-end product execution across web apps, patient platforms, HRIS systems, and learning experiences.

Known for connecting business goals, regulatory requirements, and real user needs especially in complex healthcare environments.

EDUCATION

 Digipen Singapore

Bachelor in Fine arts and Digital animation
2012-2016

SKILLS

UX / PRODUCT

- User Research & Testing
- Service Design & Journey Mapping
- UX Strategy & Product Planning
- Wireframing & Prototyping
- Interaction Design
- Design Sprints & Workshops
- Usability Evaluation

TOOLS

- Claude
- Figma, Adobe XD
- Photoshop, Illustrator, InDesign
- After Effects, Premiere Pro
- Miro, Jira
- Webflow
- Salesforce, HubSpot
- Microsoft Office

ADDITIONAL

- Branding & Identity
- Art Direction
- Content Design
- Workshop Facilitation

LANGUAGE

English (Business fluent)
Chinese (Fluent)

WORK EXPERIENCE

Vista Health Pte Ltd

Product Design Lead | May 2023 - Current

- Led end-to-end UX and UI for digital products across patient education, learning, and healthcare delivery.
- Designed and shipped 25+ products that spans across registry dashboards, learning management system, Geolocators, web app platforms.
- Conducted user research, testing workshops, and cross-functional alignment sessions to identify gaps and refine product direction.
- Collaborated closely with developers and stakeholders to ensure design feasibility and smooth implementation.
- Led presales activities through proposals, wireframes, demos, and product storytelling.
- Delivered branding, video, and communication assets to strengthen product launches and client projects.

Moleac Pte Ltd

Product Manager | May 2019 - May 2023

- Managed a team of 4 designers and developers to deliver multi-market solutions.
- Spearheaded visual, UX, and communication design for clinical trial support materials.
- Led creative direction and branding across APAC and EU markets.
- Redesigned internal HRIS through design sprints - increasing adoption and improving onboarding.
- Built a structured artwork approval workflow with regulatory teams, reducing non-conformance rate from 18% to 0% within a year.
- **ESG Leadership - Pillar Leader (Environmental)**
 - Achieved ECO-Green Certification from the Singapore Environmental Council.
 - Transitioned all marketing materials to sustainable formats and piloted eco-friendly packaging in Indonesia.

National University Health Systems, Investigational Medicine Unit (NUHS IMU)

Lead Designer | Feb 2018 - May 2019

- Led design for NUHS IMU's internal and external communications.
- Executed roadshows that increased inbound lead requests by 20%.
- Revamped departmental website with compliant medical copy and improved content architecture.

Nanyang Technological University, Institute for Health Technologies (HealthTech NTU)

Designer | Feb 2017 - Feb 2018

- Designed communication campaigns and project-coordinated HealthTech renovation and branding projects.
- Supported cross-institution conferences and key health innovation events.

Quintiles Pte Ltd.

Project Coordinator | Aug 2016 - Feb 2017

- Improved cross-department workflows by introducing new communication platforms (e.g., Yammer).
- Built a self-service partner enablement platform giving stakeholders quick access to marketing toolkits.
- Improved onboarding experience by redesigning internal materials and processes.