

SANDY GALABADA

SENIOR PRODUCT DESIGNER



Accomplished Senior Product Designer with over 11 years of experience in UX/UI design, front-end development, and product strategy. Expert in driving product vision, design, and execution, enhancing user experience and user engagement. Adept at collaborating with cross-functional teams and leading design projects to successful completion.

📍 Eunos, Singapore 426XX4 ✉ 920sandy@gmail.com ☎ +65 869636594

WWW.IAMSANDY.COM

WORK EXPERIENCE

Senior Product Designer

Edde Singapore, Mar 2022 - Oct 2023

- Led Edde's product team's UX design and research, improving ERP, employee allocation, order/inventory management, accelerating EV delivery by 50% (from 7 to 3 weeks).
- Created seamless electric vehicle purchasing experiences by working closely with Designers, Product Managers, and Engineering teams from multiple locations.
- Combine UX design and market research skills to help various teams improve quality for products. mentored, and grew a team of 15 employees.

Market Research Branding Competitor Analysis User Research Visual Design Usability Testing Frontend Development Data Analytics

Design Strategy Consultant

Burgundy Consultants, Sri Lanka, Feb 2020 - Mar 2022

- Led Edde's product team's UX design and research, improving ERP, employee allocation, order/inventory management, accelerating EV delivery by 50% (from 7 to 3 weeks).
- Created seamless electric vehicle purchasing experiences by working closely with Designers, Product Managers, and Engineering teams from multiple locations.

● Case study <https://www.iamsandy.com/burgundy-consultants/>

Project Management Design Systems Art Direction Mentoring Market Research Branding Competitor Analysis

Senior UX Designer

Deskera, Singapore, Mar 2019 - Feb 2020

- Guided new design experiences (agile), strategizing HRM solution's future iterations in Deskera's Enterprise Suite, boosting client base by 20-30% fulfilling business objectives.
- Enhanced features via active user research, boosting performance. Successfully revamped app in 3 months for expansion into new markets, growing client base. Collaborated closely with engineers and product managers at every step of the production cycle.

● Case study <https://www.iamsandy.com/ui-revamp-of-hrm-application/>

User Research Visual Design Usability Testing Frontend Development

User Interface Architect

AlgoMerchant, Singapore, Jan 2017 - Feb 2019

- Managed diverse surveys for user feedback and User Needs, drove mobile apps and web development at AlgoM, resulting in 37% user rise, 66% more logins, and 55% sales boost.
- Crafted visuals, analyzed web data, and led mobile app creation and web revamp, achieving impressive user growth, daily logins, and sales surge at Algomerchant.

● Case studies <https://www.iamsandy.com/algowinner-360-solution/> <https://www.artstation.com/iamsandy>

Branding Competitor Analysis User Research Visual Design Usability Testing Frontend Development

Senior UI/UX Engineer

Xinfinit, Germany/Sri Lanka, Jul 2015 - Dec 2016

- Designed the web App for Xinfinit, enabling financial experts in European countries to generate, compare, and distribute apps and widgets from different web app providers.
- Applied recent research to identify best design elements for UX. Created storyboards for visualizing designs and conveying project plans to clients and management.

Market ResearchBrandingCompetitor AnalysisVisual DesignUser ResearchBootstrapFrontend DevelopmentAngular UISass

UI Engineer

DirectFN, Sri Lanka, Mar 2012 - Jan 2015

- Led innovative recruitment web design, aligned with strategy for future iterations. Collaborated closely for advanced DFN's global product portfolio across 10+ countries.
- Presented tech talks, introduced designs, enhanced features through research. Crafted clear design communication at DirectFN with storyboards, mockups, design Tools and prototypes.

Case study

<https://iamsandy.com/fintech/>

Project ManagementDesign SystemsArt DirectionMentoringMarket ResearchBrandingCompetitor Analysis

EDUCATION

Master or science - in Strategic Marketing

Jan 2020 - Aug 2021

Cardiff Metropolitan University • United Kingdom • GPA: Merit

- Thesis Title: Impact of social media marketing on impulsive purchasing behavior: An empirical study on the online fashion retail industry (earned a distinction)

Consumer behaviourMarket ResearchCampaign PlaningQualitative & Quantitative Research

Associate degree - in Visual Communication

Jan 2013 - May 2016

Pearson Education • United Kingdom • GPA: 3.6

- University journey enriched diverse skills: design, marketing, branding, behavioral economics, project management, Marketing.

Design FundamentalsVisual DesignUX DesignProject ManagementMarketingWeb Design

UX Specialization Certificate - Google UX Design

Apr 2022

Professional Certificate









- UX concepts, user-centered design, accessibility, and equity-focused design

UX Research and TestUX Design ProcessFoundations of User ExperienceDesign Tools

SKILLS & TOOLS

- Proficient in user research, wireframing, prototyping, and interaction design for product development
- Strong skills in front-end development using HTML, CSS, JavaScript, and Angular UI
- Expertise in visual and material design
- Experienced in A/B testing, usability testing, and accessibility design
- Effective in stakeholder management and team leadership
- Creative thinking and user-centered focus

FIND ME

<div>Portfolio</div> <div></div> <div>www.iamsandy.com</div>	<div>LinkedIn</div> <div></div> <div>www.linkedin.com/in/imsandy/</div>	<div>Behance</div> <div></div> <div>www.behance.net/iamsandy/</div>	<div>Dribbble</div> <div></div> <div>www.dribbble.com/iamsandy</div>
<div>Artstation</div> <div></div> <div>www.artstation.com/iamsandy</div>	<div>Instagram</div> <div></div> <div>https://www.instagram.com/sg.streetlife/</div>	<div>Medium</div> <div></div> <div>https://medium.com/@iamsandy</div>	<div>Photography</div> <div></div> <div>sandygalabada.me</div>