

# Zhang Ke Er

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I design clarity into complex flows

## Skills

### Design

- Product Design
- UX/UI
- Interaction Design

### Research

- User Interviews
- Usability Testing
- Heuristic Analysis
- Competitive Analysis
- Journey Mapping
- Accessibility & WCAG

### Tools

- Figma
- FigJam
- Miro
- Hotjar
- Adobe Creative Suite

### Languages


English (native)  
Mandarin Chinese  
(conversational)

## Education

### Singapore University of Technology and Design

Masters of Architecture  
2016 - 2017

Bachelor of Science  
(Architecture and Sustainable Design)  
2013 - 2016

 Portfolio: [keerux.com](http://keerux.com)  
password: misosoup

 LinkedIn

 [keer.zhang@hotmail.com](mailto:keer.zhang@hotmail.com)

## Experience

### Product Designer | HTX

Nov 2024 - Current

- Sole UX designer across 3 product squads for the first year, delivering end-to-end user experience for Singapore Police Force (SPF) digital products spanning internal operational tools and public-facing citizen services, before being joined by a senior product designer
- Refined design solutions through structured usability testing and discovery sessions across multiple SPF products, applying iterative feedback cycles to validate and improve AI-assisted citizen-facing and investigator-facing interfaces
- Spearheading the foundational development of an SPF design system — establishing reusable UI components and visual patterns as the first step toward cross-product consistency
- Partnered closely with the Product Manager, Scrum Master, Software Engineers, and SPF stakeholders to navigate security, accessibility, and operational constraints while delivering effective design solutions

### Designer | Webdorks

Dec 2023 - Nov 2024

- Led UX design as sole designer across B2C and SaaS web applications, owning wireframing and prototyping end-to-end
- Increased website engagement by 19% for Pinnacle Health Clinic through continuous monitoring, usability improvements, and iterative design refinement
- Built and maintained websites using HTML, CSS, and JavaScript alongside no-code site builders
- Managed concurrent execution of 4+ design projects, balancing UX deliverables with marketing and branding requirements

### Freelance Designer

Feb 2023 - Nov 2023

- Redesigned a scheduling SaaS web application based on heuristic analysis and user interviews
- Designed conversion-optimised landing pages for luxury residential developments

### Product Design Intern | Silver Online Services

May 2023 - Aug 2023

- Conducted user research and usability testing with elderly users to uncover accessibility needs and digital literacy barriers
- Designed accessible, intuitive interfaces in Figma tailored to a low digital-literacy demographic

## Certificates

### UX Career Accelerator | CuriousCore

Feb 2023 - May 2023

## Volunteer

### UIUX Designer | better.sg

Oct 2023 - July 2024

- UX designer for Centre For Fathering to improve their donor experience