

VIKNESH GEEVANANTHAM

Lead Product Designer · Head of Design · Principal Designer

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vikgeev.com



Strategic design leader with 15+ years delivering end-to-end product design across FinTech, InsurTech, MaritimeTech, and SaaS. Proven ability to build and scale high-performing design teams, establish design systems, and drive measurable business outcomes — with a track record of launching multi-market digital products and influencing C-suite product strategy. Now seeking a Head of Design or Principal Designer role where design is a genuine competitive differentiator.

CORE COMPETENCIES

Design Leadership: Design Strategy, Team Building & Mentorship, Creative Direction, Stakeholder Management, OKR Alignment

Product & UX: End-to-End Product Design, UX Research, Journey Mapping, Information Architecture, Usability Testing, Design Systems

Delivery: Agile / Scrum, Cross-functional Collaboration, Rapid & High-Fidelity Prototyping, Go-to-Market Execution

Tools: Figma, Adobe XD, Illustrator, Photoshop, Sketch, InVision, JIRA, Confluence, Notion, Monday.com, Google Workspace

Domains: Digital Banking, FinTech, InsurTech, Maritime IIoT, SaaS, B2C & B2B, Advertising Tech

PROFESSIONAL EXPERIENCE

VP II — Experience Design Lead · UOB TMRW Digital Banking Group

May 2022 – Present

Singapore · Permanent

- Lead and mentor a team of 10 UX and Content Designers, owning the end-to-end design function for UOB TMRW Digital Group & Engagement across 4 markets (SG, MY, TH, ID).
- Spearheaded the successful launch of UOB Business Banking, Lifestyle & Rewards+ within the TMRW app — driving adoption and measurable engagement uplift across Southeast Asia.
- Partnered with 20+ Product Owners to define product vision, align design strategy to business OKRs, and accelerate delivery velocity across multiple concurrent squads.
- Established design quality benchmarks, review frameworks, and governance processes that reduced iteration cycles and improved consistency across all product surfaces.
- Championed design-thinking workshops and continuous research programmes to embed user insight into product roadmaps from discovery through to post-launch optimisation.

Lead Product Designer · SOL-X / Magellan-X (IIoT Maritime Tech)

Dec 2020 – Apr 2022

Singapore · Full-time

- Owned the full UX/UI design process for an integrated maritime safety and risk-management platform deployed across 50+ commercial vessels globally.
- Designed 100+ product features end-to-end — from problem framing and SME user research through to high-fidelity prototyping, usability testing, and production handoff.
- Reduced operational risk exposure by redesigning critical safety workflows informed by incident data, directly improving human-factor outcomes on board vessels.
- Built the company's first scalable design system, enabling faster product iteration and visual consistency across web and mobile surfaces shared with engineering.

Senior UX Designer · Uncharted Global (InsurTech SaaS)

Nov 2019 – Nov 2020

Singapore · Full-time

- Shaped UX strategy for a leading SaaS platform that enabled 20+ insurance firms to transition from legacy core systems to cloud-native underwriting and distribution.

- Led end-to-end user research, synthesising insights into validated design solutions that improved task completion rates and reduced onboarding friction for enterprise clients.
- Developed a comprehensive Figma design system and component library, improving design-to-development handoff speed and consistency across 100+ developers using JIRA and Confluence.

UX/UI Design Manager · Hong Leong Bank Digital Banking

Mar 2019 – Nov 2019

Kuala Lumpur, Malaysia · Full-time

- Produced high-fidelity wireframes, mockups, and specifications for all digital banking touchpoints, contributing to a 25% uplift in user engagement across digital channels.
- Developed detailed user personas and journey maps that informed UX strategy and supported 19 concurrent content development and product design initiatives.
- Coordinated with an offshore team of 15 designers in HQ KL, ensuring seamless communication, consistent brand execution, and on-time delivery across a complex multi-platform programme.

UX/UI Design Manager · FWD Insurance Singapore

Jan 2017 – Feb 2019

Singapore · Full-time

- Managed a team of 20+ internal and external designers and writers, delivering UX/UI outcomes across desktop and mobile for one of Southeast Asia's fastest-growing digital insurers.
- Directed information architecture and interface design for multiple new product launches, resulting in a 15% improvement in cross-team delivery efficiency and project review quality.
- Leveraged competitive analysis and data-informed design iteration to achieve a 25% reduction in bounce rates across key digital acquisition and onboarding funnels.

Senior UX/UI Design Manager · Amobee (Singtel)

Mar 2015 – May 2016

Singapore · Full-time

- Founded and scaled 'Amobee Studios', establishing creative direction and design operations for 15+ enterprise clients including Singtel, CPF Board, and HungryGoWhere.
- Managed a wide range of creative initiatives spanning mobile ad services, brand identity, UX wireframing, and digital campaigns — expanding team capabilities through cross-divisional collaboration.

Chief Experience Officer & Co-Founder · SourceGuru

Aug 2012 – Dec 2014

Singapore · Co-Founder

- Co-founded a design-led creative agency backed by \$2.5M angel investment, building and leading a multidisciplinary team of 15–20 across UI/UX, brand identity, and digital marketing.
- Defined the company's creative vision and successfully positioned SourceGuru as a standout design partner in Singapore's startup ecosystem through new business pitches and client delivery.

Creative Project Manager · TBWA\Group Singapore

Jul 2008 – Oct 2011

Singapore · Full-time

- Led a team of 15 designers delivering high-quality digital creative for prestigious brands including Singapore Airlines and ANZ Bank, spanning web, mobile, and campaign executions.
- Developed precise project schedules and managed delivery milestones, ensuring punctual, on-brief output across a high-volume multi-brand workload.

E D U C A T I O N & A D D I T I O N A L

Bachelor of Design (Communication Design), Distinction

2011

RMIT University · Singapore & Melbourne

Diploma in Internet & Multimedia Development

2008

Temasek Polytechnic · Singapore

Availability: 1 month notice · **Nationality:** Singaporean · **Languages:** English (Fluent), Tamil (Native)

Portfolio: www.vikgeev.com · **LinkedIn:** [linkedin.com/in/vikneshgeev](https://www.linkedin.com/in/vikneshgeev)