DEREK LOW

SR. CREATIVE LEAD/ SR. PRODUCT DESIGNER

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Instagram

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"Work Smart, not Hard."

SUMMARY

Senior Creative and Senior Product Designer with 15+ years across fintech, insurance, web3 gaming, e-commerce, and pet food. I lead design from first sketch to shipped product across UI/UX, brand, packaging, illustration, and motion. I've directed teams, maintained design systems, and mentored junior designers. I use AI tools to speed up production so more time goes to the craft.

EXPERIENCE

Sr. Creative Lead — *October 2024 - Present*

PetCubes Pte Ltd

- Lead packaging design and event branding for new product rollouts, from concept to shelf and show floor.
- Designed packaging, promotional collateral, and experiential booths that drove more visitors and increased more sales leads.

Sr. Digital Product Designer — *July 2022 - Apr 2024*

DocDoc Pte Ltd

- Owned end-to-end UI/UX for the product's web and mobile platforms, through daily iterations with project managers.
- Maintained the design system, wrote user stories, and partnered with QA on regression testing; mentored 2 junior designers.

Head of Design — *Dec 2021 - Jun 2022*

ASEAN Fintech Group Pte Ltd

- Led 3 designers building and maintaining 4 websites for sister companies in insurance, web3 gaming, and e-commerce.
- Gathered requirements and delivered design solutions across mobile and web.

Creative Director — *Mar 2012 - Dec 2021*

iAPPS Pte Ltd

- Directed end-to-end design for mobile apps and websites, from requirements to prototyping to deployment, shipping over 10+ mobile apps with ActiveSG reaching up to 1.5 million users.
- Produced marketing collateral, ads, videos, and 2D animation; ran User Acceptance Testing and mentored 3 designers.

Creative Lead — *Jan 2010 - Dec 2011*

ShowNearby Pte Ltd

- Led the creative team on the main mobile app and website, plus the marketing collateral around them.
- The app was rated top 10 downloaded apps in both appstore and google play store.

STRENGTHS

Creativity

Infuses fresh, innovative concepts into the design process to deliver visually compelling & intuitive user experiences.

Collaboration

Thrives in cross-functional team settings, effectively communicating design choices and collaborating with managers & engineers to ensure the timely delivery of high-quality deliverables.

Problem Solving

I am empathetic and employ a data-driven approach to pinpoint and resolve design challenges, which enhances user experiences and business results.

SKILLS

User Interface. User Experience. Mobile App /Web design. Wireframing. Prototyping. User Acceptance Testing. Illustrations. 2D Animation. 3D Modelling. Video Editing. Project management. Collateral Designs.

SOFTWARE

Figma. Adobe Photoshop. Adobe Illustrator. Adobe After Effects. Microsoft Office. iWork. Maya. SketchUp. Procreate. Leonardo. ChatGPT. Gemini. Claude.

EDUCATION

Degree with Distinction - Animation & Interactive Media

RMIT (Melbourne) — *Feb 2007 - Dec 2009*

Diploma - Information Communication Technology

Singapore Polytechnic — *Apr 2001 - Jul 2004*

GCE 'O' Level

ACS (Barker Rd) — *Mar 1997- Mar 2000*