

REBECCA LING

Product Designer • UI/UX Designer • Interaction Designer

www.rebeccaling.com

rebecca.lingzw@gmail.com

linkedin.com/in/rebeccaling1209/

EXPERIENCE

Accenture Song

Sept 2022 - Current

Visual Design Senior Analyst • Singapore & APAC

Lead designer across multiple large-scale government and enterprise platforms, owning end-to-end UX from research through delivery across design systems, interaction design, and stakeholder alignment.

Systems and Governance

- Designed and shipped an RBAC Access Management Dashboard for a national geospatial planning platform, used by 1,000+ analysts across Singapore government agencies, resolving long-standing permission confusion and reducing onboarding friction for new users.
- Overhauled the Design Language System for a multi-module geospatial platform, documenting 90+ components and guidelines across a codebase built by multiple engineering teams, reducing cross-module inconsistency and improving handoff clarity
- Contributed to a national business registry platform serving Singapore's business owners, building 400+ components and 70+ usage guidelines adopted across cross-vendor teams, improving delivery consistency across a large multi-team programme
- Onboarded as sole designer on a 4-year defence platform with zero handover, designing core flows from scratch and delivering across 10+ features within a constrained timeline

Workflow and Service Design

- Established a moderated usability testing framework for a government geospatial platform, subsequently adopted by the client team independently to run ongoing research without vendor support, covering 9 users and 7 features across 30+ interview sessions.
- Led stakeholder research with domain experts whose insights directly shifted feature prioritisation on a geospatial platform's roadmap, influencing which modules were scoped for the next delivery phase
- Rebuilt component library and designed error-handling UX framework for a social services platform on Salesforce Service Cloud, improving cross-track consistency across delivery teams.

Discovery and Consumer

- Led interaction concept development for a national library's content discovery platform, testing 5 models with 60+ users and using evidence to green light specific concepts, directly informing the product direction taken forward
- Integrated AI tools into design workflows across research synthesis, ideation, and copywriting, using outputs to accelerate post-UT insight consolidation and concept generation on a national geospatial platform

Previous experiences

Sentient.io

Product Designer

Sept 2021 – Jan 2022

Government Technology Agency

UI/UX Design Intern

Dec 2020 - Apr 2021

National Youth Council

UI/UX Design Intern

May 2020 - Sep 2020

Product and UI/UX Designer with expertise in design systems and complex platforms. I turn research insights into clear product decisions, simplify workflows, and craft scalable interaction patterns. I partner closely with Product Managers and engineers to strengthen feasibility, alignment, and delivery across government and enterprise products.

SKILLS

Design

Interaction Design • UX Design • Visual Design • UI Design • Prototyping • Service Design • Information Architecture • Design Language Systems • Design Governance

Research

User Testing • User Interviews • Test Planning • Insight Synthesis • Usability Studies • User Research • Design Workshops

Technical

Figma • Adobe Illustrator • Storybook • HTML • CSS • Javascript • React • JIRA • AI tools (Claude, FigmaAI)

Enterprise platforms

Salesforce • ServiceNow • Esri Calcite • Amazon Quicksight •

EDUCATION

Singapore University of Technology and Design

Bachelor of Engineering (Hons), Computer Science & Design

RECOGNITION

Commended by client leadership across multiple government engagements, including a Deputy Director commendation from a Singapore defence agency and recognition from a national planning authority Manager for design impact and delivery quality.