

REBECCA LING

Product Designer • UI/UX Designer • Interaction Designer

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EXPERIENCE

Accenture Song

Sept 2022 - Current

Visual Design Senior Analyst • Singapore & APAC

Lead designer on multiple large-scale government and enterprise products, delivering user research, UX strategy, interaction design, and scalable design systems.

- Improved product clarity across multiple projects by leading structured user testing and synthesising insights into actionable recommendations that reduced user confusion and streamlined high-complexity workflows.
- Established design governance for multi-module platforms and digital services, improving consistency across legacy modules and reducing design-dev misalignment through variant management, documentation, and component audits.
- Redesigned complex simulation and analysis workflows to improve task efficiency, information clarity, and user comprehension for planners and technical users.
- Upskilled teams by conducting advanced prototyping workshops for 80+ designers and developers, improving organisation wide design maturity.
- Improved design to engineering collaboration by leveraging frontend knowledge (HTML, CSS, JavaScript, React), enabling more accurate scoping and smoother implementation.

Sentient.io

Sept 2021 – Jan 2022

UI Design and Developer Associate • Singapore

Worked across product design and frontend development for AI-driven services.

- Designed the Design Language System for ScribeRabbit (600+ active users), streamlining UI consistency and future scalability.
- Improved landing and platform pages serving 2,000+ users, driving a clearer product narrative and smoother onboarding.
- Developed UI using Quasar (Vue), bridging design and development to ensure alignment between vision and implementation.

Accenture

May 2021 – Aug 2021

Digital Transformation Intern • Singapore

- Supported product transformation initiatives through requirements mapping and feature feasibility analysis.
- Worked across teams to ensure feature feasibility and alignment with UI/UX requirements.

Government Technology Agency

Dec 2020 – Apr 2021

UI/UX Design Intern • Singapore

- Designed and prototyped workflows for a platform used across all Singapore government agencies to access nationwide sensor data.
- Improved usability by applying journey maps, empathy maps, and user-flow analysis to refine complex service interactions.

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 skills

Figma • Adobe Illustrator • Adobe XD • DaVinci Resolve • HTML • CSS • Javascript

EDUCATION

Singapore University of Technology and Design

Bachelor of Engineering (Hons), Computer Science & Design

PROJECTS

Travel Vlogs

Create travel videos with DaVinci Resolve as a personal creative outlet.