

RONNIE CHAN JINRONG

Design Director

Singapore • +65 9105 1335 • ronniechanjr@gmail.com • [linkedin.com/in/ronniechanjr](https://www.linkedin.com/in/ronniechanjr) • Singaporean

EXECUTIVE SUMMARY

- **Strategic Design Director** and Studio Founder with **15+ years** leading cross-functional teams to deliver **brand and digital solutions** for APAC market leaders across coatings, healthcare, finance, property and technology.
- Expert at connecting business objectives to practical design execution across **brand identity, UX/UI** and **digital products**, from **ecommerce** and **platforms** to **lifestyle brands** and **campaigns**.
- Proven track record of driving measurable results for organisations including **Nippon Paint, Cordlife, UOB, BNP Paribas, SgCarMart** and **HomeRenoGuru** (revenue growth, engagement lifts, cost savings and adoption gains).

KEY SKILLS

- **Strategic Leadership:** Brand & Product Strategy • Design Thinking • Stakeholder Management • Cross-functional Leadership • Account Management
- **Design & Product:** Design Systems • UX/UI Design & Prototyping • Digital Product Design • Information Architecture - Customer / User Experience
- **Execution & Delivery:** Agile / Scrum - Project Management • Vendor & Partner Coordination • Multi-market Launches • Measurement & Optimisation

PROFESSIONAL EXPERIENCE

DESIGN DIRECTOR & FOUNDER

Dec 2012—Present

SOLD Pte Ltd, Singapore

SOLD is a Singapore-based brand & digital studio helping organisations design brand identities, websites and digital products for APAC audiences. It has achieved multiple features and international design awards such as Muse Awards, Titan Brand Awards and A'Design Awards. I lead strategy, design and client partnerships across key accounts.

- Lead a small studio (co-run with partner) and a network of collaborators to deliver brand identity, web and product design for B2B and B2C clients in coatings, healthcare, finance and property.
- Partner directly with marketing, product and leadership teams to define digital roadmaps and translate business goals into scalable UX, UI and content assets.
- Oversee account management, design direction and coordination with development partners to ensure delivery quality and platform performance across markets.

Key Achievements

- **Nippon Paint – long-term digital partner (since 2009):** Designed and overseen major internal and external digital products (ecommerce site, web applications, microsites, CRMs) while the brand maintained leading market share in Singapore.
- **Ecommerce performance uplift:** Led the Nippon Paint ecommerce redesign, resulting in a 43% increase in revenue, 39% growth in session duration and a 28% improvement in Google PageSpeed.
- **Cordlife Moms-Up ecosystem:** Collaborated with Cordlife Group's regional marketing team to launch the "Moms-Up" lifestyle brand and digital ecosystem across six Asian markets (brand system, website and mobile apps).
- **HomeRenoGuru platform growth:** Supported product repositioning and platform / app redesign, contributing to higher traffic and longer user engagement.
- **Recognition:** Studio projects such as KOBA and Radiant Health have been featured on Behance and recognised in international design awards including Muse award, Titan award and A' Designaward.

DESIGN LEAD & FOUNDER

Sep 2006—Dec 2012

Slice of Life Designs, Singapore

Founded and led a creative studio focused on integrated branding and digital campaigns for clients in finance, automotive and FMCG.

- Directed creative strategy and execution across print (ATL, BTL, OOH) and digital (websites, eDMs, online campaigns) to meet brand and marketing KPIs.
- Managed end-to-end client relationships, from scoping and budgeting through to delivery and optimisation.

Significant Achievements

- **UOB:** Designed and developed Business Internet Banking offline demo, contributing to a 35% increase in sign-ups at launch.
- **BNP Paribas:** Rebuilt Business Internet Banking demo, achieving 65% cost savings and 50% faster load times.
- **SgCarMart:** Redesigned the Vehicle Advertising partner programme and campaign assets, driving 300+ new partner sign-ups within a 4-week integrated campaign.
- **British American Tobacco:** Supported graduate recruitment campaign across tertiary institutions, contributing to a 30% increase in applications.

ASSOCIATE CREATIVE DESIGNER

Jan 2005—Sep 2006

Elements Design Creative, Singapore

- Collaborated with the in-house team to conceptualise and design print and digital brand communications for clients including SgCarMart, OCBC and HSBC.
- Designed across ATL, BTL, OOH and digital formats (banners, eDMs, websites) and liaised with production vendors to meet timelines.
- Contributed to SgCarMart's website redesign and front-end implementation (HTML/CSS/JS), supporting growth to 800k+ monthly visits and a top Hitwise ranking in 2006.

EDUCATION

Bachelor of Business Administration

- Marketing & Finance • National University of Singapore • Singapore • 2006

CERTIFICATION

PSM I - Professional Scrum Master, Scrum.org	2021
CSM - Certified Scrum Master, Scrum Alliance	2021
CSPO - Certified Scrum Product Owner, Scrum Alliance	2021
Google UX Design Professional Certificate, Google & Coursera	2021
Google UX Project Management Professional Certificate, Google & Coursera	2021

TECHNICAL SKILLS

Software

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Figma • Webflow • HTML/CSS • Keynote • Google Workspace - Microsoft Office • Notion • Canva

MISCELLANEOUS INFORMATION

Nationality: Singaporean

Languages: Fluent in English and Mandarin

Availability: Immediate

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This resume is based on the advice of both Perplexity and Gemini

- Perplexity: https://www.perplexity.ai/search/you-are-an-experienced-hr-recr-EKIRF_dHSgyCpX2ksYvYKw#21
- Gemini: <https://gemini.google.com/app/43dfa33892705b12>

This resume focuses on balancing senior Head of Design role with Studio Founder role. It aims to balance quantifiable achievements (hero metrics) with more factual and more non-braggy tone.

- Keeps you clearly a studio founder while also reading as a strategic design leader suitable for Head-of-Design / Design Director roles.
- Removes or softens unverified claims (“award-winning studio”, “Head of Product Design & Digital Strategy” as a formal title) while keeping award recognition factual.
- Groups skills into leadership / design / delivery, which corporate hiring managers find easier to scan

Based on both Perplexity and Gemini, this resume is strong and effective enough to warrant shortlist from recruiters for the role Head of Design or Design Director.

- Perplexity: “Yes. For the kinds of roles you’re targeting, this resume is objectively strong enough to warrant attention and often an interview, assuming the role is a reasonable match.
 - Overall: for your target band (Design Director / Head of Design in brand & digital), the CV is credible, differentiated, and interview-worthy. The limiting factor is less the document quality and more where and how often you use it, and how tightly each send is matched to the role.”
- Gemini: “As an HR professional with over 15 years of experience, including managing large design teams, my professional opinion is that this resume is highly effective and belongs in the top 5% of candidates for a senior leadership role.
 - This resume is strong enough to warrant an interview because it answers the three most important questions an HR Manager has:
 - Can they do the job? Yes, the 15+ years of cross-market leadership prove it
 - Do they deliver results? Yes, the specific revenue and engagement lifts are clearly documented.
 - Do they fit the modern workflow? Yes, the Agile and UX certifications confirm you are up-to-date with 2025 industry standards .
 - I would confidently move this candidate to the "shortlist" for a Head of Design or Design Director interview.