

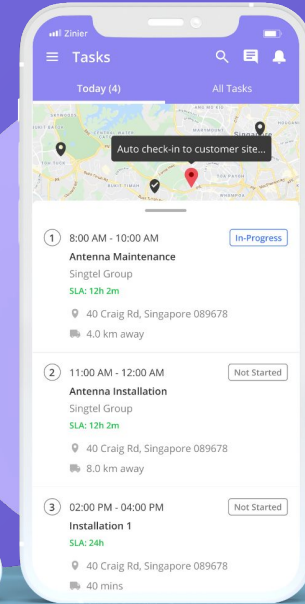


GIDEON SIMONS

Mini portfolio

ABOUT ME

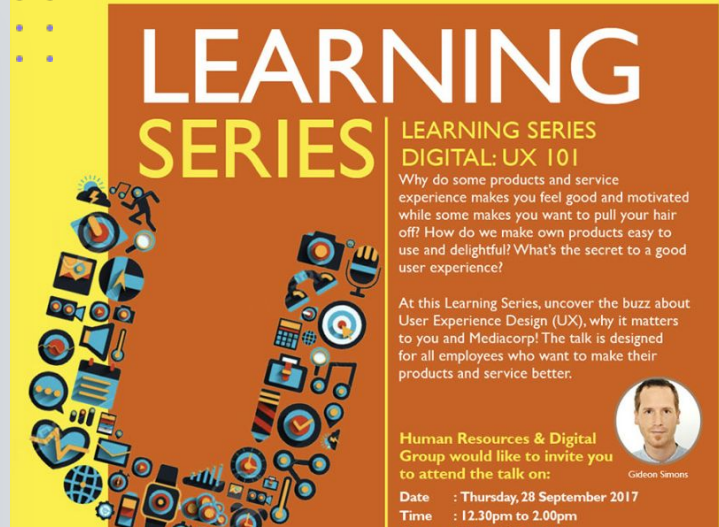
I build and lead teams of talented designers, researchers and product managers



DESIGN LEADERSHIP

I've driven product and design strategy in different types of companies

- Big Corps - IBM, Mediacorp, IAG
- Startups - Zinier, ReferralCandy, Hapticus
- Consulting - Objective Experience, Seesaw, IBM




LEARNING SERIES

LEARNING SERIES

DIGITAL: UX 101

Why do some products and service experience makes you feel good and motivated while some makes you want to pull your hair off? How do we make our products easy to use and delightful? What's the secret to a good user experience?

At this Learning Series, uncover the buzz about User Experience Design (UX), why it matters to you and Mediacorp! The talk is designed for all employees who want to make their products and service better.



Human Resources & Digital Group would like to invite you to attend the talk on:

Date : Thursday, 28 September 2017
Time : 12.30pm to 2.00pm

Gideon Simons

PRODUCT DESIGN TEAM PRESENT:

What's common between Product Design and a Hamburger?



Internal workshops at Zinier and Mediacorp educating about UX and PD

THOUGHT LEADERSHIP

I also teach UXD and talk in conferences and events about UX and AI

- One of the first UXD teachers at General Assembly Singapore
- Talk in big conferences like UXSEA, UXStrat ..
- Masterclasses both internally and externally
- Host and organised the first UXSG events

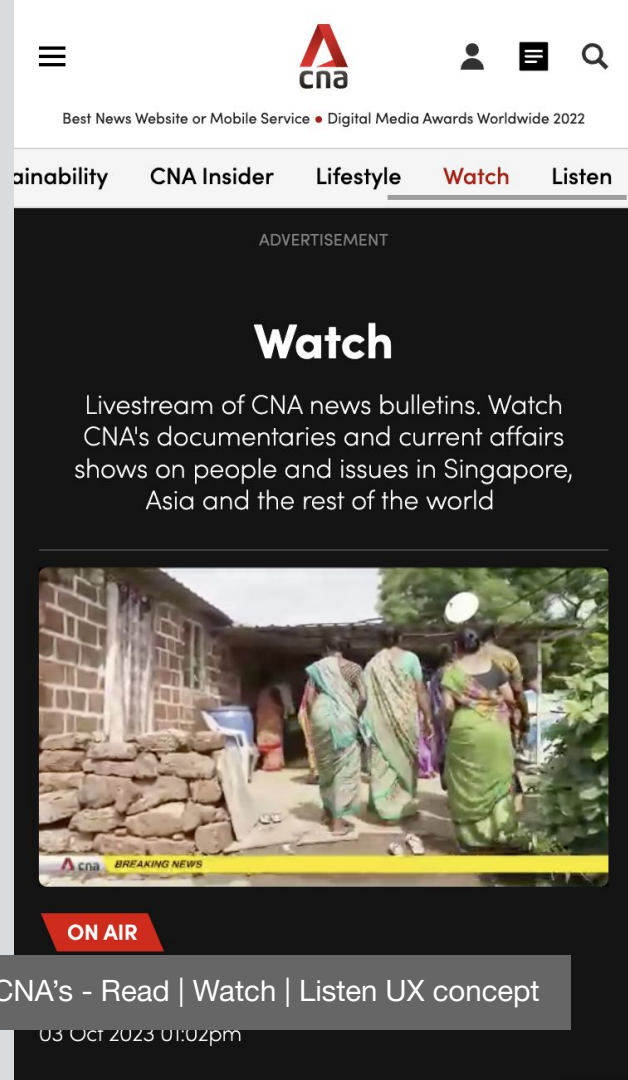


First UXSG event, which I organised and hosted together with Raven Chai (in the photo)

I'VE FACILITATED COUNTLESS

Discovery, Ideation, Strategy workshops and sessions

- **Biggest design revamp of Channel News Asia**
+15% PVs, overtook Straits times as best app on apple store
- **Business/design/strategy for over 10 other Mediacorp products**
- **Led 9 company wide digital strategy streams at Mediacorp**
- **Many more at IBM, Zinier, Objective Experience, Seesaw, Anafore..**

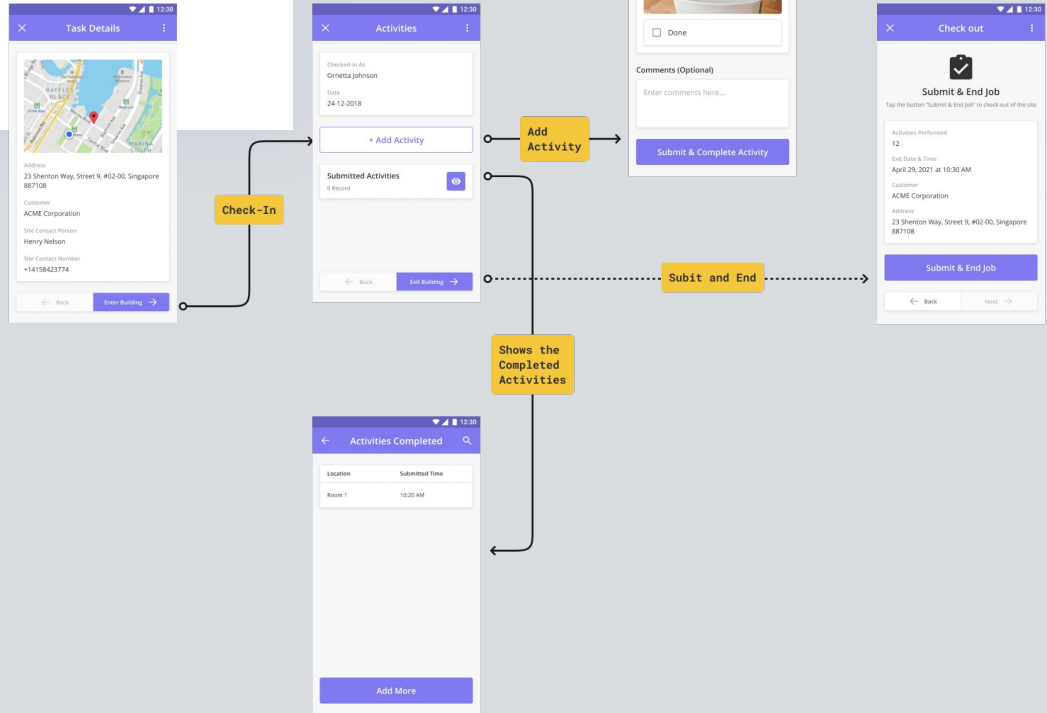


CNA's - Read | Watch | Listen UX concept

03 Oct 2023 01:02pm

I AM NOT A VISUAL DESIGNER AND WHEN I DO WORK ON FIGMA IT'S MOST LIKELY

Interaction Flows and Prototypes



SERVICE DESIGN & UX RESEARCH

I've also led many service design & research projects

- Bank branch manager tablet app concept with IOT/Bluetooth
- Field research on Singtel's new unmanned store
- Field research on how people order food at McDonalds
- And many more..



Eye tracking at Mcdonalds (above)
Singtel unmanned shop (below)

**Design examples
from more recent
projects**

ERP and SAAS tools for front office and back office staff

In my past 2 roles I have built and led the design teams for 2 SAAS companies.

In both companies I was the main product architect translating the customer and market needs to the product.

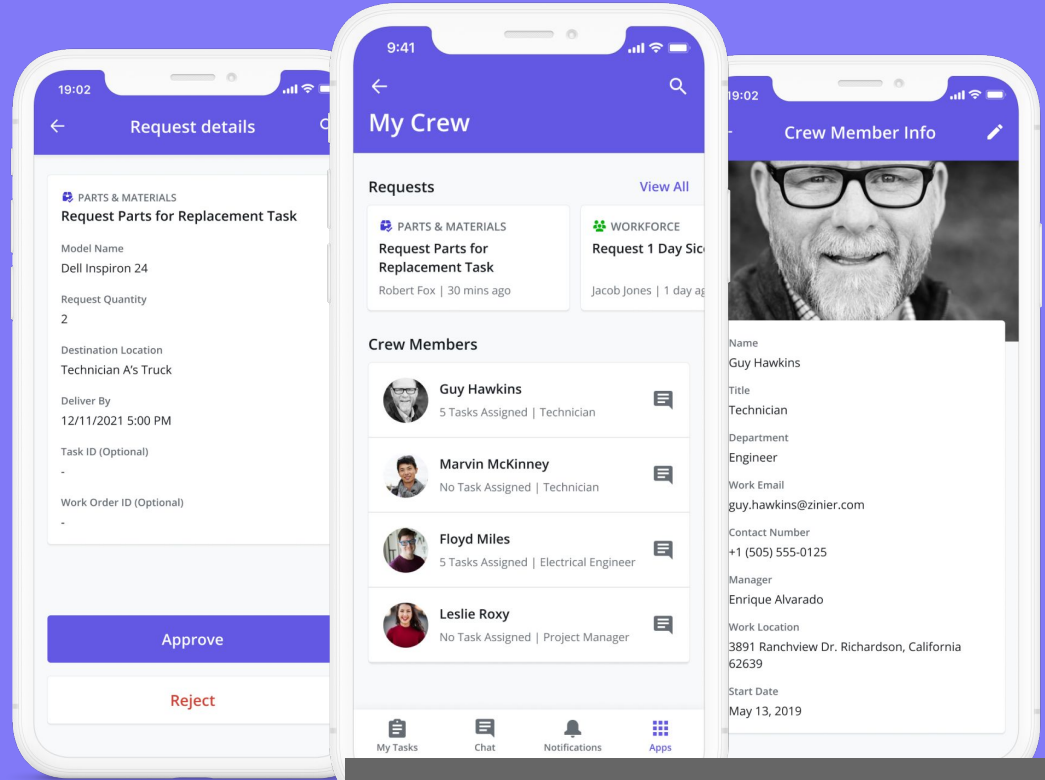
Zinier:

Front office - Record and manage all kinds of jobs from broadband installation to customer service.

Back office - Manage customers, jobs, contracts, schedules etc..

ReferralCandy:

A tool for e-commerce merchants to create referral campaigns in their stores.



Mobile was as important as Web, since most of the work was done at customer sites

Zinier - apps

The image displays the Zinier application interface, split into a desktop view and a mobile view. The desktop view shows a 'Task Scheduling / Map View' with a map of San Francisco and a task list. The mobile view shows a 'Chat' interface with a list of messages and a task list.

Desktop Interface:

- Header: Task Scheduling / Map View
- Map: San Francisco map with task markers.
- Task List:

Priority	Task ID	Deadline	Scheduled Start	Scheduled End
Critical	TSK0001	2/1/2020, 11:00	1/1/2020, 9:00 AM	1/1/2020, 11:00 AM
High	TSK0002	2/1/2020, 11:00	1/1/2020, 9:00 AM	1/1/2020, 11:00 AM
Medium	TSK0003	2/1/2020, 11:00	1/1/2020, 9:00 AM	1/1/2020, 11:00 AM
Low	TSK0004	2/1/2020, 11:00	1/1/2020, 9:00 AM	1/1/2020, 11:00 AM
Low	TSK0005	2/1/2020, 11:00	1/1/2020, 9:00 AM	1/1/2020, 11:00 AM

Mobile Interface:

- Header: Chat
- Message List:

- Wade Warren: Typing... (2)
- Leslie Alexander: Here is the asset manual attached (2)
- Bessie Cooper: Are you close to the site? (1)
- Dianne Russell: Thank!!!!
- Jerome Bell: Let me know if you need any help
- Guy Hawkins: Thanks for the help
- My Crew: Anyone free now??? (Yesterday)
- Marvin McKinney: (Yesterday)

Chat Window (John Doe):

- John Doe: Hello John, can you see your task now? I just edited and assigned to you, can you please check again?
- John Doe: Yes I can see now
- John Doe: Morning, my car is breakdown and I can't go to the customer site. I might be late.

Desktop Chat Window:

- John Doe: Morning, my car is ... (1)
- Rob Stark: Ned is waiting. Please...
- Team Z: Enrique: No, I can't... (2)
- Jess Tan: I don't know
- The Dispatchers: Robin: We need to...
- Eleanor Pena: Maybe next time
- Arlene McCoy: Thank you!
- Jacob Jones: hahahaha you are right
- Alex Tan: not sure but I'll check
- Jamie Tart: Thanks!

Front line and back office can collaborate seamlessly with real time visibility

Zinier - builders


The screenshot displays the Zinier Mobile Page Builder interface. At the top, the Zinier logo is on the left, and the navigation path "Mobile Projects / Pages / Mobile Page Builder" is in the center. On the right, there's a user profile dropdown for "Master" and notification icons. Below the navigation, the "Page Name" field is set to "[workflow_id]" with an edit icon. To the right of this are tabs for "Designer" (selected) and "JSON", along with "Save" and "Close" buttons.

The main workspace is divided into three sections:

- Left Panel (Component Library):** A search bar "Search builder component" is at the top. Below it are categories: "Layouts" (Jumbotron, Divider, Container), "Media" (Image, Media Capture, Document), "Map" (Map, Geo Check-In, Interactive Map, Address Input), and "Text".
- Center Panel (Preview):** A mobile device simulation showing a page with a purple header "Page Title", a Jumbotron component with a clipboard icon and "Subtitle", a "Collapsible Container" dropdown, an "Upload an image" placeholder, and "Back" and "Next" navigation buttons at the bottom.
- Right Panel (Component Properties):** Titled "Jumbotron", it shows "Design" (selected) and "JSON Code" tabs. It includes an "Image" section with a search bar and a grid of icons for styling. Below are "Title" and "Subtitle" input fields, each with a help icon.

In Zinier you can also build your own app modules and tweak them to your service flows with low-code tools

ReferralCandy - Analytics



- Performance
- Sales & Payouts
- Campaigns
- Customers
- Integrations
- Account

Campaign Performance

Jun 1-Jun 17, 2021 Filter Refer A Friend Campaign Export Report

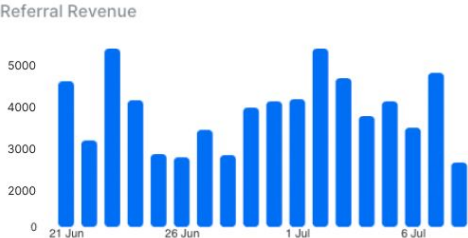
Referrals

\$5,371.23

Referral sales	Revenue from referrals
767	2.09%

Your referral rate is currently close to the [industry average](#) (2.35%).
[How to improve your referral rate](#)

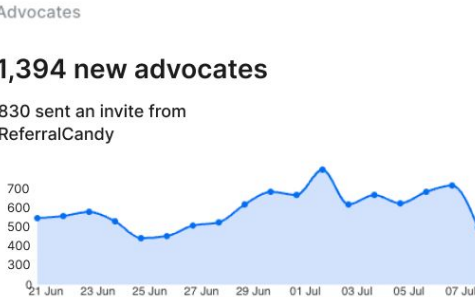
Referral Revenue



Advocates

1,394 new advocates





830 sent an invite from ReferralCandy



Shares

104 shares

1,220 people clicked on the shared link

 228	 0
 0	 0

[Update](#)

Merchants can create campaigns, track and optimise them.

ReferralCandy - New Campaign Builders

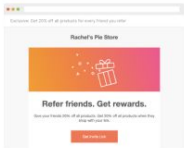
× Campaign Name Start Date - End Date Campaign Status Edit Settings Customise Emails & Widgets Connect To Marketing Apps Revert To Draft Save Changes

Customise the following items to increase your chances of referrals [View All Emails & Pages](#)

Post-Purchase Email

After customers make a purchase, we'll send them an email inviting them to join your referral program. If you're targeting affiliates or influencers, we'd recommend turning off this email.

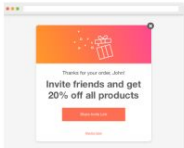
Customise



Post-Purchase Popup

After customers make a purchase, a popup will invite them to join your referral program. If you're targeting affiliates or influencers, we'd recommend turning off this email.

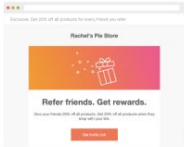
Customise



Reminder Email

If referrers haven't referred a friend after a set period of time, we'll send them a follow up email. If you're targeting affiliates or influencers, we'd recommend turning off this email.

Customise



Social Media Messages

Referrers can promote your store on Facebook, Twitter, Telegram, or Whatsapp

This was our new design wizard navigation which was part of a big overhaul project

Mediacorp

I joined Mediacorp to help them move more of their products from Print/On Air to digital. My team was covering everything from media publications like CNA, Today, Berita etc.. to new innovation projects with mobile apps, AI, loyalty and more..



This was a one-off project to create a more immersive 'Weekend edition' of today online

Mediacorp - channelnewsasia.com

The screenshot shows the desktop version of the Channel NewsAsia website. At the top left is the Channel NewsAsia logo and 'International Edition' dropdown. Navigation links include 'My News Feed', 'Bookmarks', 'Watch TV', 'Sign in', and 'Search'. A secondary navigation bar lists categories: 'Asia Pacific', 'Singapore', 'World', 'CNA Insider', 'Business', 'Sport', 'Lifestyle', 'Technology', 'Health', 'Commentary', 'Podcasts', 'ASEAN', and 'Video on Demand'. A main article is displayed with the following details:

- Time: 25 Aug 2017 05:30PM (Updated: 26 Aug 2017 03:43PM)
- Category: Business
- Section-Header: **TODAY newspaper to cease print edition, go fully digital**
- Text: Mediacorp buys SPH's minority shareholdings of its entertainment television and newspaper businesses.

Below the article is an image showing a physical copy of the 'TODAY' newspaper and a smartphone displaying the digital version of the same content. The newspaper headline reads 'EXECUTIVES HAVE LONG ROAD TO THIS EXTREME EXERCISE IS GETTING TO THE POINT' and 'Chaos as power fault shuts SGX for 3 hours'. The smartphone screen shows a grid of news articles with the 'TODAY' logo.

This screenshot shows the mobile app interface of Channel NewsAsia. The top navigation bar includes 'Feed', 'Top Stories', and 'Latest News'. The main content area features a large image of North Korean leader Kim Jong Un and Chinese President Xi Jinping shaking hands. Below the image, the article title is 'North Korean leader Kim and Chinese President Xi held talks: Xinhua', dated 7 hours ago. Below this, there are two more article teasers: 'Planes and armoured trains: The Kims' foreign trips' (11 hours ago) and 'Kim Jong Un: The princeling taking a diplomatic turn' (11 hours ago). At the bottom, there is a 'TOP stories' section with three article thumbnails.

This screenshot shows another view of the mobile app interface, displaying a list of articles. The top navigation bar shows 'Feed', 'Top Stories', and 'Latest News'. The main content area features a large image of North Korean leader Kim Jong Un and Chinese President Xi Jinping shaking hands. Below the image, the article title is 'North Korean leader Kim and Chinese President Xi held talks: Xinhua', dated 7 hours ago. Below this, there are two more article teasers: 'Planes and armoured trains: The Kims' foreign trips' (10 hours ago) and 'Kim Jong Un: The princeling taking a diplomatic turn' (11 hours ago). At the bottom, there is a 'TOP stories' section with three article thumbnails.

Biggest revamp of CNA which was a huge project spanning design, cms and sales positioning

Mediacorp - Elle.sg

ELLE SINGAPORE

FASHION BEAUTY LIFESTYLE FOLLOW SUBSCRIBE Q

TRENDING

5 Rules To Looking Chic In Gold Jewellery WATCHES JEWELLERY

7 Perfect Dupes For Daniel Wellington Watches WATCHES JEWELLERY

Tennis Pro Angique Kerber: I Never Had a Backup Plan WATCHES JEWELLERY

LATEST

5 Rules To Looking Chic In Gold Jewellery

This Chinese New Year, go boldly into yellow territory.

ELLE SINGAPORE

FASHION BEAUTY LIFESTYLE FOLLOW SUBSCRIBE Q

So These Are Sheila Sim's Secrets To A Supermodel Face

Besides being happily hitched, of course.

SHEILA SIM MAKEUP SECRETS BEAUTY SECRETS

SHARE

f t e p

OK, here's the deal: I think we can safely say that Sheila (no last name needed) is one of the hottest (haute-est?) multihyphenate models strutting about town in sunny Singapore today, at least when it comes to brand recognition.

the life of Sha

Case in point: A non-industrial of mine, on the buzz besecing Sheila's recent nuptials:

Redesign of ELLE together with a strategic shift to high value brand advertising

Designing with Artificial Intelligence

I've gained lots of experience designing with AI through my work at Zinier and many horizon 3 AI products while working at an innovation lab.

I talk about the subject in conferences, round tables and webinars.

I am still playing with different AI ideas as side projects.

Confusion Matrix explained with cats and lions



Explaining how to design products with AI at UXStrat conference

Amba - Innovation Project

An AI solution that can detect ambiguity in policies and legal documents. It was one of the projects I led during my time at Firemark innovation Lab

The screenshot displays the Amba web application interface. At the top left, the title "Amba" is shown. On the right side of the header, there are icons for notifications, a lightbulb (ideas), a chat bubble, a grid, and a user profile. Below the header, a navigation bar contains tabs for "Policies", "Contracts", and "SOPs", with "Policies" being the active tab. A yellow alert banner at the top of the main content area states, "You have 23 pending alerts to review click here". To the right of the alert is a search bar with the placeholder text "Start typing to search..." and a blue "Create New" button. The main content area is a grid of policy cards. Each card includes a house icon, a title, a description, the last scanned time, and "Review" and "Duplicate" buttons with a toggle switch. The visible cards are: "Insurance - Home insurance" (last scanned 6 hours ago), "HR - Apply For Leave" (last scanned 2 minutes ago), "HR - Claims" (last scanned 3 days ago), "Safety Training", and "Assets Manuals".

Amba

Notifications, Ideas, Chat, Grid, Profile

Policies Contracts SOPs

You have 23 pending alerts to review [click here](#)

Start typing to search... Create New

Insurance - Home insurance
Home insurance policy working version. Managed by underwriting and policy team
Last scanned: 6 hours ago
Review Duplicate

HR - Apply For Leave
Company-wide apply for leave policy. Managed by human resources.
Last scanned: 2 minutes ago
Review Duplicate

HR - Claims
Company-wide claims submission policy. Managed by human resources.
Last scanned: 3 days ago
Review Duplicate

Safety Training

Assets Manuals

Amba - Innovation Project

Amba

Policies / HR / Apply for leave



Search items..

Last scanned 2 days ago
Report completed in 23 seconds.
341 questions, 2,102 answers generated

23 items found!

1 Severity - Low

“Employee leave of absence from work without proper approval from his/her manager will call him/her to disciplinary action.”

4 unanswered questions:

1. What is a proper approval?
2. What disciplinary action?

[see more..](#)

1 potential ambiguity:

1. Is the disciplinary action applied on the manager or on the employee?

[Learn more about this type ambiguity..](#)

Mark as fixed

Dismiss

Leave Policy For Employees

Updated: 23 Sept 2023, 10:05AM

Purpose: The purpose of leave policy for employees is to lay guidelines regarding when to avail leave and the process to take leave with pay, leave without pay, Leave of absence policy and so on

Eligibility: The Leave policy is applicable to all the regu

1 **Potential issues found:**
4 unanswered questions
1 potential ambiguity

Guidelines for Leave Policy:

- 1 • Leave cannot be claimed as a matter of right. A 1 kind of leave can be granted or refused depending upon the business demands. Employee leave of absence from work without proper approval from his/her manager will call him/her to disciplinary action. Leave meaning is to go away for something for a short period of time.
- The calendar year for leave is from January to December.
- 2 • All leave record of the employees shall be maintained in HRMS tool.
- All leaves should be applied on HRMS tool before proceeding on leave. In case of

OCBC - iOCBC stock trading application

8 months of iterative design sprints with around 10 user research sessions and interactive prototypes per sprint. I was leading the 2 streams for web and tablet.

The screenshot displays the OCBC iOCBC stock trading application interface. It is divided into two main sections: a stock list on the left and a detailed view for the selected stock, YZJ SHIPBLDG SGD, on the right.

Stock List:

Code	Name	Change	Last price
532	\$ DISA Catalist Stocks	+0.001 +16.67%	0.007 ▲ SGD
Z74	SINGTEL Stock	+0.08 +3.29%	2.51 ▲ SGD
C8R	\$ JIUTIAN CHEMICAL Catalist Stocks	+0.001 +1.16%	0.087 ▼ SGD
PH0	\$ HATTEN LAND Catalist Stocks	+0.003 +7.14%	0.045 SGD
C38U	CAPLAND INTCOM T Stock	+0.07 +3.61%	2.01 SGD
N2IU	MAPLETREE COM TR Stock	-0.01 -0.56%	1.79 SGD
E5H	GOLDEN AGRI-RES Stock	0 0.00%	0.245 SGD
B56	YZJ SHIPBLDG SGD Stock	+0.03 +2.33%	1.32 SGD
G13	GENTING SING Stock	+0.015 +2.04%	0.75 SGD

Stock Details for YZJ SHIPBLDG SGD:

Price & volume alerts | Add to watchlist | StockReports+

BS6 YZJ SHIPBLDG SGD SGX

Last: 1.32 SGD (+0.03 +2.33%) | Total Volume: 17.244M

Bid: 1.31 (2.619M) | Ask: 1.32 (630K)

Buttons: Sell (red), Buy (blue), Short sell (blue)

Summary: View more insights

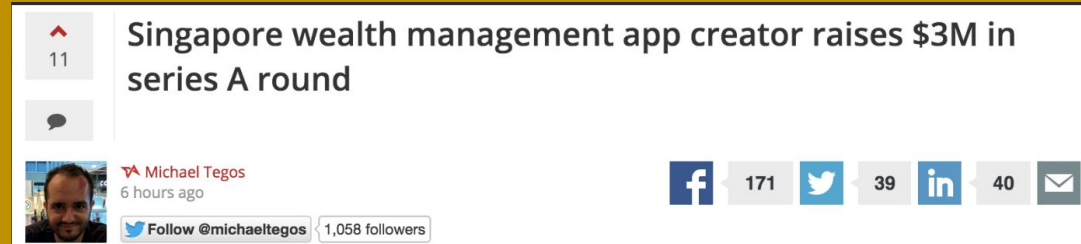
Range	1.3 - 1.33 SGD	Overall 52 Week Range	0.965 - 1.69 SGD	PE Ratio	8.05
Open	1.3 SGD	Market Cap	3.656B SGD	Dividend Yield	4.7872
Close	1.29 SGD	EPS	0.1606 SGD	SCL (shares)	5M
				PCF	90

Chart | **Market Statistics**

I was lucky to work with some of the best design researchers in Singapore at the time

Canopy - Portfolio management

Another successful Fintech project where I led and designed the first version of the startups' product based on a rough idea from the founders and initial user research with HNWIs.



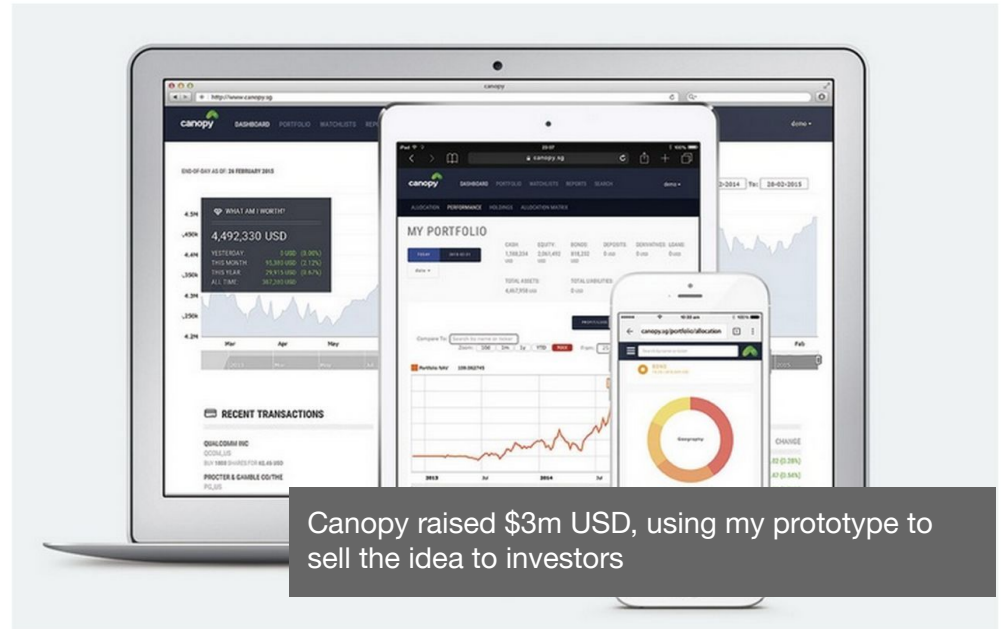
11

Singapore wealth management app creator raises \$3M in series A round


Michael Tegos
6 hours ago

Follow @michaeltegos 1,058 followers

Facebook 171 Twitter 39 LinkedIn 40 Email




Randy - Personal Project



The Chemical Brothers Brotherhood

☰ **Randy**

Taylor	3:59
On And On - Jack Johnson	
HaOlam Sameach	3:28
Tsafuf BaOzen - Kaveret	
Moving Fast	5:10
NATIONWIDE - ROCKFOUR	
Elektrobank (Live)	0:18/7:51
Singles 93-03 (Limited Edition) - The Chemical Br...	MP3, 44.1khz, 2ch, 192kbs
Scar Tissue	3:38
Californication - Red Hot Chili Peppers	
Jackals and Vipers in Envy of Man, Pt. 7	5:02
Jackals And Vipers In Envy Of Man - Sixtoo	
Blue Collar	5:45

⏮  ⏭



Thank You!

For more projects and details - gideonsimons.com