



Jake Lee

Product Design Specialist

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SUMMARY

Product Design Specialist with 5+ years shipping complex, data-dense interfaces where clarity is critical. Brings end-to-end ownership across research, information architecture, UI, design systems, and stakeholder partnership, turning competing requirements into clear, usable products.

EXPERIENCE

Product Design Specialist, nete2 2021 – Present · Singapore

UX & UI Design

- Designed interfaces for real-time video operations, emergency response systems, and transport command centres across GovTech, Singapore Police Force, SCDF, HTX, and LTA, turning complex multi-stakeholder requirements into clear, user-friendly products.
- Structured information architecture for dense system data, producing wireframes, high-fidelity UI, and UX copy that balanced user needs with operational and procurement constraints.
- Collaborated closely with engineers and stakeholders through iterative prototyping, usability reviews, and design QA to ensure shipped designs were practical and scalable.

Design Systems & Branding

- Built cross-agency UI patterns and led nete2's rebranding: logo, design language, brand guidelines, and core identity assets.

KEY PROJECTS

C3 System **Lead UX/UI Designer** LTA · 2024 – Present

Designed the full suite of operator modules for LTA's command, control, and communication system, supporting 24/7 monitoring, incident management, and real-time coordination across Singapore's transport system. Spanned the Integrated Land Transport Picture (ILTP, situational awareness), Incident Management Module (IMM), Message Dissemination Module (MDM), and modules for event forecasting and transit data integration.

Cloud Video Exchange (CVX) **Lead UX/UI Designer** GovTech · SGTS · 2022 – 2024

Designed UI, workflows, information architecture, and interaction patterns for a whole-of-government cloud platform that consolidates video feeds across agencies into a unified view, with cross-agency sharing, granular permissions, and AI-powered analytics. Part of the Singapore Government Tech Stack (SGTS).

Emergency Video System (EVS) **Sole UX/UI Designer** SPF · SCDF · HTX · 2023

Designed the end-to-end experience for a national emergency video streaming system that lets 999 and 995 operators initiate live video from a caller's phone, no app required. Covered both caller (SMS, browser permissions, two-way chat) and operator (live video, GPS, recording, incident management) interfaces. Deployed at the Police Operations Command Centre and SCDF. Launched March 2023 with national media coverage.

SKILLS

Design	Figma, Prototyping, User Research, Interaction Design, Information Architecture, Design Systems, Information Visualization
Strategy	Product Strategy, Stakeholder Management, Roadmapping, Cross-Functional Collaboration
Technical	HTML, CSS, JavaScript (basic), Adobe Creative Suite

EDUCATION

Bachelor in Information Engineering & Media, Nanyang Technological University	2017 – 2020
Diploma in Multimedia & Infocomm Technology, Nanyang Polytechnic	2012 – 2015