

Lifelong Learner Story Series ▶▶



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- ▶ Completed SGUnited Skills Programme in UX Design and Product Management

Please share with us your professional life's journey and at which point in your career did you aspire to pursue this programme?

In my previous role as an engineer, I was fortunate to be exposed to digital transformation and work on various digitalisation projects to streamline and enhance the efficiency of our processes. This experience

inspired me to pursue a career in UX design as I derive great satisfaction in coming up with simple and intuitive designs to tackle complex problems and, I will get to indulge in problem solving to help people.

How was your learning experience with this programme?

This SGUS Programme in UX Design and Product Management was thoughtfully planned and well prepared. The structure and flow were deliberate in allowing learners to discover and synthesise the learning points effectively. The trainers were highly experienced and excellent in their craft as well as guiding our learning journey. All in all, I am even more inspired to venture further into UX design after completing the programme.

Which aspect of this programme do you like the most?

I particularly like the end-to-end approach in developing our capstone project that allowed me to immerse into the full spectrum of design thinking from UX research to UI design and usability testing. Through experiencing the full process, I learnt to appreciate every step of the design thinking process as I got to witness how each step developed into the next and ultimately blossomed into the entire product.

What were the challenges you faced when trying to complete this programme?

As an engineer, I tend to approach an issue with a problem-solving mindset. As a UX designer, I learnt that understanding my users will always be the first and most crucial step as it serves as the foundation to formulate the problem before we can ideate on potential solutions. This shift in mindset was challenging for me as I had to constantly remind myself to take a step back from problem solving in order to deep dive into empathising. I am glad that it eventually became second nature to me as I got to appreciate the true value of empathy in design thinking.

Do you think lifelong learning is important? Please share your thoughts about it.

Lifelong learning is important as it charters our personal and professional development. In this fast evolving world that we are living in, it is evidently clear that we have to adapt to learning, unlearning and relearning in order to keep up with times. Staying curious and eager to seek new knowledge will also help to keep us agile in thoughts and healthy in mind.