

Specialities

Digital Product Design
 User Experience Design
 User Interface / Visual Design
 User Research & Analysis
 Service / Solution Design

Interests

FinTech
 Startups
 Decentralised Architecture
 Token Design
 Bitcoin

Years of Experience**12+****Clients**

Telstra	IAG	Barclays Capital	Sandstone Technology
Optus	Helloworld	Standard Chartered Bank	Clipp

Bio

Kenneth is a versatile, creative digital product designer who has designed across a variety of channels and for top tier clients in Sydney and Singapore. Coming from an Information Technology background (Object-oriented Programming, System Architecture, etc), Kenneth is able to keep technical considerations in mind when working on designing or proposing solutions. Along with a human centered design approach, Kenneth is able to reduce interaction complexity while maximizing system functionality.

Kenneth has applied his acquired years of Solution/Product/UX/UI design finesse to startups, agencies, banks and small to large businesses in Australia and Singapore.

Recent product design achievements the technology space include being 1 out of a 2 person team winning 1st prize (US\$100,000) at the [EOS Sydney Hackathon](#) (#eoshackathon) and being a finalist at the [EOS Hackathon Grand Finale](#), with the team placing 3rd out of 324 teams globally. In 2020, he spent a year automating and future-proofing a global supply chain business responsible for a large percentage of America's food supply.

Work History

- Nov 2019 - **Consolidated Food Co (CFC) - Lead UI/UX/Product Designer**
 Dec 2020 [CFC](#) is a global supply chain business. Led design of a platform that automated much of their business and provided business intelligence via custom analytics from rich data sets.
- Aug 2018 - **SmartPress - Product Designer**
 Current [SmartPress](#) allows the creation of smart contracts without code via a web interface. It utilises [eos.io](#) infrastructure. SmartPress won [1st prize](#) in the [#eoshackathon](#) Sydney (US\$100,000).
- Dec 2017 - **Telstra (Australia's top telecommunications provider)**
 May 2018 **Lead Product/UX/UI Designer, Networks for the Future program**
 6 months In collaboration with Pivotal Labs Sydney, I led the research, design and development of a decision making tool using extensive customer data sets + co-design with top Telstra executives.
- May 2017 - **Optus (Australia's 2nd top telco) - UX Designer, Optus Digital**
 Dec 2017 **Provided full UX research & design services to multiple teams/departments within Optus.**
 8 months

- July 2016 - **Telstra** (Australia's top telco) - UX Specialist, Telstra Digital
 Mar 2017 - Provided end to end UX design services for the NBN (National Broadband Network) program.
 9 months
- Sep 2015 - **Clipp** (a Sydney FinTech Startup) - UI/UX Designer
 Dec 2015 - Designed and implemented a large number of iOS/Android features + increased app's userbase.
 4 months
- May 2015 - **IAG (Insurance Australia Group)** - UX Architect, NRMA
 Oct 2015 - Multi-Channel UX work + re-designed a key customer service (Insurance Renewals).
 6 months
- Apr 2015 - **Sapient Nitro** - UX Designer
 1 month - Discovery project for 'myASX', an innovative platform for the ASX (Australian Stock Exchange).
- Sep 2014 - **Helloworld** (Australia's leading travel agency) - UI UX Designer
 Feb 2015 - Worked on the re-design of their Sitecore multi-site websites (300+). Proposed 2 new iOS apps.
 6 months
- Nov 2013 - **Hotwire Pre-emptive Intelligence Group** - Product Designer
 Apr 2014 - Startup focusing on Bitcoin. Designed full systems with minimal instruction, max collaboration.
 6 months
- Mar 2013 - **Sandstone Technology** (Sydney) - Customer Experience Specialist
 Aug 2013 - Designed Online Banking Systems for Australia and Asia markets. Conceived of (and championed) several internet banking ideas/features that are now in use by banks today.
 6 months
- Jul 2012 - **AdNovum Singapore** - UI-UX Designer / Technical Writer
 Feb 2013 - [AdNovum](#) is a bespoke software development company with high profile Swiss clients. I helped out with their Singapore operations including getting their first asian client when they expanded.
 8 months
- Jul 2010 - **Standard Chartered Bank** (Singapore) - Technology Analyst, Remote Banking
 Jun 2012 - Revamped UI for NFS Online Banking platform for 2 country markets (China & Singapore). Single handedly wrote the highly technical manual for the bank's back office application (controlled intra-day funds transfer limits, etc). Was key part of team that won 2 globally recognised awards.
 2 years
- Jan 2008 - **Barclays Capital** (Singapore) - GUI Specialist, Access & Identity Management (AIM)
 Dec 2009 - Sole designer working on 'Request', a bank-wide access and identity management platform featuring advanced approval workflows & automated provisioning of services bank-wide.
 2 years

30 second project showreel:

http://www.kennethlooi.com/system_design/Request_Ad/Request_Ad.htm

Education

Temasek Polytechnic (Singapore)
 Diploma in Information Technology

Curtin Ignition Program
 Curtin University (Perth, Australia)

Current Interests

Economics, AI, DLT, Critical Infrastructure
 Innovation, Research, Design

Contact & Availability

Based in Sydney, Australia
 Open to remote work and/or full-time, part-time worldwide opportunities
 +61414041612 | pingomobius@gmail.com

<https://www.linkedin.com/in/pingomatic/>