

# ZHILIANG CHEN

[www.zhiliang.co](http://www.zhiliang.co)  
+65 9382 8709  
[zhiliang.work@gmail.com](mailto:zhiliang.work@gmail.com)  
[linkedin.com/in/czhiliang](https://linkedin.com/in/czhiliang)

Senior product designer with 6+ years across fintech and consumer product in Singapore.

Led design at Seedly through its acquisition into MoneyHero Group, where I led design for the insurance vertical. Spent the past two years running my own Webflow design studio.

Returning to in-house product work, with sharper instincts on product, business, and AI tooling.

## WORK EXPERIENCES

### UNDERScore – SINGAPORE

Design studio working with early-stage startups, SMEs, and brands across SaaS, consumer, and professional services

#### Founder & Design Lead | Apr 2024 to May 2026

- Founded and ran Underscore solo, growing to ~80k annual revenue across product design and Webflow client work
- Designed and shipped 10+ client engagements end-to-end, covering scoping, research, design, build, and delivery
- Worked with clients including StraitsX, Hypotenuse AI, Mito Health, and PraisePal, alongside early-stage startups and larger organisations
- Hired and managed a full-time designer and a team of offshore contractors as needed for client work
- Led pivot into AI search optimisation in early 2026, gaining hands-on experience with how brands and content surface in AI-generated answers
- Shipped personal product experiments alongside client work (migraine tracker, AI summaries tool) to stay close to product craft and AI tooling

### MONEYHERO GROUP (NASDAQ: MNY) – Singapore

Publicly listed financial comparison platform across SEA. Parent of Seedly (Singapore's leading personal finance community) and SingSaver (financial product comparison). Acquired Seedly during my tenure.

#### Lead Product Designer, Insurance | Oct 2023 to Mar 2024

- Led design for the insurance vertical at MoneyHero, covering comparison and quote experiences across multiple SEA markets
- Partnered with PMs, engineers, and business stakeholders to ship insurance product redesigns under tight timelines
- Mentored and supported designers across the broader product team

#### Senior Product Designer, Retain & Growth | Aug 2022 to Sep 2023

- Led design for SingSaver and MoneyHero Hong Kong rewards application journey
- Refined UX writing on the rewards application flow, contributing to a ~20% reduction in related customer support tickets
- Drove cross-functional alignment with PMs, engineers, and business teams across two markets

#### Senior Product Designer, Seedly | Jun 2021 to Aug 2022

- Led research and design for a rewards system on Seedly that achieved ~10% adoption from registered users and a ~40% increase in user engagement on the platform within 3 months
- Set up and led the recruitment of a research panel of 1,000+ active Seedly users in one week, used across multiple research initiatives
- Led mentorship and growth for junior designers, supporting hiring as the design team grew to 3
- Established documentation practices for project tracking and design decisions, used as onboarding material for new stakeholders

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## WORK EXPERIENCES

### Product Designer, Seedly | Feb 2020 to May 2021

- Launched SeedlyBusiness, a B2B SaaS platform connecting financial brand partners (Great Eastern Insurance, Syfe, Circles Life, and others) with Seedly users
- Led research and redesign of Seedly Community, the platform's core product offering, shifting on-site user behaviour
- Established core UX metrics on Seedly to track and refine feature production
- Audited and refined Seedly's design system in close partnership with engineering, improving scalability and production capability

### UI/UX Design Intern | Sep 2019 to Dec 2019

- Contributed to design of an internal data analytics dashboard alongside the lead designer
- Supported the design system lead in migrating files from Sketch to Figma during the company-wide tooling shift

### SHOPEE – Singapore

Largest e-commerce platform in Southeast Asia and Taiwan, owned by Sea Limited (NYSE: SE)

## SELECTED PERSONAL PROJECTS

### Miggy – Migraine Tracker

A personal-use tracking app I designed and built for someone close to me with chronic migraines. Focused on logging friction, pattern surfacing, and privacy for sensitive health data. Currently used by myself and a small group of testers. Built with Codex and Claude Code from scratch with AI-driven design workflow.

### BriefSpark – Micro LLM Tool

A tool that summarises content using LLM APIs. Designed around the user moment of skimming vs. deep-reading, with handling for long content, edge cases, and bad outputs. Shipped publicly with paying users. Built with Codex.

## EDUCATION

### LASALLE College of the Arts

BA (Hons) Design Communication, 2019

### Singapore Polytechnic

Diploma in Interaction Experience Design, 2014

## SKILLS & TOOLS

Product Design / Design Systems / Design Leadership / UI/UX Design / Systems Thinking / Business & Design Strategy / Design Ops / AI-Native Workflows / AI Search (AEO) / SaaS

Claude Code / Codex / Figma / Webflow / Flora

Effectively bilingual in English / Chinese