

Chernise Tan

Product Manager & UI/UX Designer

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Curious **Product Manager** and **UI/UX Designer** with end-to-end experience in **product strategy**, **UX design**, and **QA testing**.
Led CheckMate, a **multi-platform AI news sentiment tool**, from discovery to prototype.

WORK EXPERIENCE

FSMOne

Jan 2025 – Mar 2025

UI/UX Intern

- Redesigned **5 key pages** for web and mobile app UI using **Figma** and **Adobe Photoshop**, improving **information architecture**, and **navigation flow**.
- Led **4 end-to-end UX QA test cycles** for web and mobile platforms, **raising and tracking 30+ issues** that impacted usability.
- Partnered with cross-functional teams to **improve 3 core user journeys** and **support 3 live releases**.

WerkSG

Apr 2024 – Aug 2024

UX Tester & Product QA Intern

- **Redesigned 3 mobile app user flows** to improve navigation, user experience, and task completion.
- Created **responsive, high-fidelity prototypes** and **interaction flows** in **Figma**, handing off specifications for development.
- Collaborated on **5+ QA test cycles** from a UX perspective, logging and prioritizing issues affecting usability and experience.

TreeDots Enterprise

Nov 2021 – May 2022

Business Development & UX Support Intern

- Planned and executed **multi-channel social media campaigns**, **increasing engagement and reach by 10%**, and **follower growth by 15%**.
 - Produced **30+ pieces of visual content**, including short-form videos and static posts, across Instagram, Facebook, and TikTok.
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PROJECTS

CheckMate - AI-Powered News Sentiment Tool

- Led product strategy for an AI-powered news sentiment platform, defining user needs, core flows, and MVP priorities — winning the **Dell Technologies Cloud Native Experience Award**.
- Designed **high-fidelity prototypes** in **Figma** for the landing page and article analysis results across platforms, receiving positive recognition from faculty and sponsor **Code for Singapore (C4SG)**.
- **Translated complex NLP API data** into clear, user-friendly interfaces across web and mobile.

Homm8 - Centralized Home Based Beauty Marketplace

- Researched user needs and **defined the scope** for a centralized marketplace for home-based beauty services, covering provider discovery, booking, and reviews.
 - Designed and created **core user flows** and **wireframes** to support an **end-to-end** booking experience.
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SKILLS

- **Product & UX:** Product strategy, feature prioritization, UX research, prototyping, stakeholder management, agile/scrum.
 - **QA & Dev:** QA testing, HTML/CSS, Python.
 - **Design & Tools:** Figma, Photoshop, Illustrator, Jira, Confluence.
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EDUCATION

Singapore Management University

2022 – 2026

BSc Information Systems (Digitalisation and Cloud Solutions)

- Product Management, Software Development, and UI/UX Design
- Awards: DELL Technologies Academy Cloud Native Award (Champion)
- Exchange Semester: Chuo University, Tokyo, Japan

Singapore Polytechnic

2019 – 2022

Diploma in Business Administration (Marketing)

- Digital Marketing, Project Management, and Brand Management
- Director's Honor Roll 2020-2021