

Sufyan Selamat

Design lead with 7+ years of experience across consumer technology, fintech, and AI-powered government platforms at scale

Nationality	Email address	Phone number	Website	Case study password
Singaporean	sufyanselamet@gmail.com	+65 96201051	sufyanselamet.com	hithere

Experience

Open Government Products, GovTech Singapore

Senior Product Designer

August 2023 - Present

- Led a cross-functional team of 6+ to build Charts - an AI-powered data analysis tool - in one month; greenlit to fold into Data.gov.sg
- Led design strategy for PaySG - a government payments SaaS - expanding from 1 to 8 agencies and reducing reconciliation from 10 days to 3 hours
- Drove product-led growth for FormSG - an AI-enabled form builder - organically attracting 14,000 users with 4.69/5 satisfaction
- Upskilled the entire FormSG team in research and synthesis methods, enabling PMs and ops to run independent discovery
- Mentored junior designer through structured feedback to successful team integration
- Participated in hiring panels and portfolio reviews for product design candidates

GXS Bank

Lead Product Designer

Jan 2021 - July 2023

- Co-led the foundational design system for the GXS mobile app, establishing core flows and patterns from 0 to 1
- Designed user onboarding and authentication flows achieving <3 minute sign-up time
- Designed Help Centre with a 7.7/10 early access satisfaction score
- Unified design language across GXS and partner design systems, improving brand consistency and accelerating cross-team velocity
- Raised team design quality via weekly critiques and mentorship rituals
- Participated in hiring panels and portfolio reviews for product design candidates

Grab

Senior Product Designer for Consumer Places Experiences and GeoTools

July 2018 - December 2020

- Designed mobile location search that grew GrabFood revenues by \$250K/month.
- Mitigated multi-million dollar legal risk by designing a compliant location data consent flow, ensuring regulatory adherence.
- Drove cross-department alignment by leading roadmap workshops, unifying strategy for 4 key verticals (Food, Transport, Ads, Pay).
- Reduced engineering root cause analysis time by 99% (10m to 6s) by designing an internal tool that supports 3,400+ daily ops tasks.
- Designed location selection on the Grab mobile app(iOS and Android) that reduced cancellations by 1.3% and waiting time by 1.4%.

Competencies

Skills

Product design (UX/UI, Research, Prototyping) | Strategy (Roadmapping, Facilitation) | Leadership (Mentorship, Cross-functional Comms) | AI-assisted design & prototyping | Vibe-coding

Tools

Figma | Adobe Design Suite | ChatGPT | Claude, Claude Code | Cursor | Metabase

Languages

English (Native) | Malay (Native)

Education

National University of Singapore

Bachelor of Arts (Honours), Major in Communications and New Media