Airene
Tan Ai Noy

Contact
+65 9114 6715

Email
airenetan83
@gmail.com

LinkedIn
linkedin.com
/in/airenetan/

Portfolio
airenetan.com

ADPList
adplist.org
/mentors
/airene-tan

With 12 years of experience in tech, brand strategy, and design leadership, I've spent the last 4 years focusing on UX research and design in fintech and beauty e-commerce.

I began my career by building design teams at ad-tech startups, delivering impactful brand experiences for clients like P&G and Adidas. Now, I lead UX design for two squads at Sephora, specializing in purchase intent, checkout, and payment. As the UX Research Lead, I oversee research operations that drive continuous discovery, ensuring insights from user research directly inform and shape the product roadmap.

A strong advocate for Diversity and Inclusion, I champion inclusive hiring at Sephora and volunteer with a support group for parents of neurodiverse children in my personal capacity.

Skill Sets

Research operations, user research, UI design, design system, prototyping, usability testing, mentorship and people management.

Notable Projects

2023 - Click & Collect (Sephora)

Led the design for Sephora's key initiative, Click & Collect , overseeing the entire omnichannel e-commerce user journey. Conducted user research, moderated and unmoderated usability testing to generate insights that inform design iterations. Collaborated closely with cross-functional teams across online and in-store channels to ensure a cohesive customer experience.

Tools used: Miro, LookBack, Figma, and Lyssna

2024 - Early Access (Sephora)

Spearheaded the user flow and design that provides users exclusive early access to upcoming beauty product launches. Optimized the experience for exploring product details, joining waitlists, and preordering new arrivals, resulting in increased sign-up and sign-in rates, as well as fostering partnerships with exclusive brand collaborators

Tools used: Miro, Figma, and Lyssna

Continue next...

2024 - Research Operations (Sephora)

Managed UX research strategy and operations, overseeing the adoption of the Atomic Research Framework to build a centralized research repository, and established the Continuous Discovery Framework in 2024 to drive continuous user insights and iterative design.

Tools used: Confluence, Jira and Miro

Work Experience

Assistant Manager, UX at Sephora Asia   *2022 to present*

Oversee the Purchase Intent and Sales Engine squads, managing initiatives across web and app platforms in 5 key markets, with a focus on purchase intent, checkout, and payment

Serve as Pillar Lead for user research and operations, driving the execution of research activities and optimization of research operations to support data-driven, strategic decision-making for the business.

Key responsibilities:

- Prioritise work-process within squads to ensure smooth day-to-day project progress.
- Drive key initiatives that upscale research, such as Continuous Discovery and research repository

UX Designer at Section Singapore   *2021 to 2022*

Design web and app solutions for clients like OCBC Bank and StashAway. Served as a Senior Designer overseeing various initiatives under OCBC Digital Wealth and Online Banking products. Co-led UX research for StashAway's web revamp, driving business and branding transformation through data-driven, user-centric insights

Key projects:

- Created personas, facilitate client workshops and user interviews for StashAway
- Overseeing the development of OCBC's design system for global web experiences on Figma

Work Experience

Creative Director, Asia at Blis   *2015 to 2020*

Build the regional Creative Services team in JKT and SG, driving the execution of high impact campaigns for brands such as Adidas, Mentos and Ford in 5 key markets. Led client workshops for media agencies and create compelling pitches to Unilever, Colgate, and UIP.

Key responsibilities:

- Translate business objectives to creative ad experiences across mobile platforms
- Oversee campaign development, resource allocation, budgets and deadlines
- Manage external vendors and CMP (Creative Management Platforms); responsible for budgeting and negotiation
- Direct all marketing initiatives for branding and corporate communications in Asia

Awards

Best Media Solution on Mobile - 2nd Place   *2015*
Marketing - The Spark Awards for Media Excellence

Best Mobile Campaign Launch - Bronze   *2014*
Mob-Ex Awards Singapore

Best In-app Advertising - Gold   *2013*
 Mob-Ex Awards Singapore

Best Mobile Advertising Solution - Silver   *2013*
Mob-Ex Awards Singapore

Software Proficiency

Adobe Creative Suite (Photoshop, Illustrator, After Effects), Microsoft Office, Miro, Figma, Axure, Sketch, Invision, Zeplin, LookBack and Lyssna