Chelsi Teo

Senior Product Designer | Enterprise & Consumer Products | Systems Thinking

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PROFILE

Senior Product Designer with 7+ years across enterprise platforms, consumer mobile experiences and 0-to-1 products. I combine systems thinking, service design and interaction craft to turn complicated workflows into products that are clear, useful and scalable. Hands-on from research and prototyping through engineering delivery, with experience mentoring junior designers.

PROFESSIONAL EXPERIENCE

HelloFresh SE

Dec 2021 - Present

Senior Product Designer (Enterprise) · Berlin, Germany

- Lead end-to-end product design for internal platforms used across 13 markets, from user research, service blueprinting and information architecture through Figma prototyping, interaction design, implementation and QA. Partner closely with Product and Engineering on business and technical trade-offs.
- **Recipe Variant Management (shipped).** Mapped interconnected recipe rules and regional differences into scalable configuration workflows, enabling configurable core recipes and supporting EUR 34-35M in modeled customer value.
- **Seasonality Configurator (shipped).** Improved rules-heavy configuration flows using research and customer feedback. Related complaints fell from 52% to 18%, contributing approximately EUR 327K in care and compensation savings.
- **Bulk Customer Compensation (V1 in development).** Shadowed operators to reframe a broad problem into a focused US-first MVP. Designed review, validation, processing, partial-success and error-recovery flows; tested prototypes with operators across three markets and mentored a junior designer through UI and edge cases.
- **Sage AI platform.** Co-created internal AI design tooling alongside my design manager, shaping the Feedback Hub, content strategy and reusable templates. Used AI-assisted prototypes to challenge assumptions and explore compensation interactions earlier.

Accenture Song

Jun 2019 - Sep 2021

Interaction Designer · Singapore

- Designed and shipped 30+ mobile banking flows for a platform serving over 3M users, translating complex customer, regulatory and technical requirements into intuitive interactions.
- Collaborated with Product and Engineering through discovery workshops, research, wireframes, high-fidelity UI, usability testing, design handoff and release.

KORA

Independent project

Co-Founder & Product Designer · iOS and watchOS

- Co-founded and launched a 0-to-1 fitness product with a developer partner. Owned product direction, user discovery, visual and interaction design through release; reached 188 paying customers.

SKILLS & TOOLS

Design Product strategy, Enterprise UX, Consumer UX, Service design, Systems thinking, Interaction design, Visual/UI design, Information architecture, Design systems

Research & Leadership User interviews, Journey mapping, Service blueprinting, Usability testing, Workshops, Cross-functional collaboration, Design QA, Mentoring

AI & Prototyping AI-assisted research and prototyping, Figma, Figma Make, Figma AI, Cursor, Claude Code, Codex, NotebookLM, HTML, CSS

EDUCATION

National University of Singapore · B.Sc. Computing (Hons), E-Commerce · 2014-2018