

Oscar Fong

PRODUCT DESIGNER, GROWTH

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Designer with five years across luxury hospitality, brand consultancy, and e-commerce growth. I design and build the surfaces that convert: storefront, lifecycle email, and the internal tools a growth team runs on. Then I own the numbers they move.

S\$23.2K 30-DAY REVENUE FROM LIFECYCLE FLOWS REBUILT FROM ZERO	+36% REVENUE PER RECIPIENT VS THE FLOW IT REPLACED	98 PRODUCT IMAGES ART-DIRECTED AND SHIPPED TO THE STOREFRONT	250K ORGANIC VIEWS ON A PODCAST BRAND I BUILT
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EXPERIENCE

Jan 2026 -
Present
Freelance
from Oct 2025

Windflower Florist

MARKETING MANAGER · DESIGN, STOREFRONT & GROWTH

A marketing title in a small team, where the work is product design. I own the Shopify storefront, the lifecycle surfaces, the internal reporting tools, and the numbers all three move.

PRODUCT SURFACES

- Designed and built the storefront's visual system on Shopify – homepage, collections, and product pages – from design system to custom components, designed for conversion. A performance pass removed an orphaned 68MB hero video, fixed predictive search that had never fired, and cut recommendation payload on scroll by **50–70%**.
- Specified and shipped the team's ad reporting dashboard. It carries deduplication logic that **stopped the account double-counting purchases**, plus rule-based flags for budget-starved winners, spend under the account blend, and creative that isn't stopping the scroll.
- Built a local Email Studio, a click-to-edit browser preview, so design is reviewed and signed off before anything touches the live account.

LIFECYCLE & GROWTH

- Rebuilt the lifecycle program from scratch, replacing the agency-era flows across welcome, abandoned cart, abandoned checkout, and post-purchase. Mine produced **S\$23.2K** in the first full 30-day window (**75%** of all flow revenue) at **2.4×** the click rate and **6.6×** the revenue per recipient of the legacy flows running alongside.
- Like-for-like on the welcome flow, same season one year apart: revenue per recipient **+36%** (S\$11.13 → S\$15.14) on **44% fewer sends**.
- Found an entry filter inherited from the incumbent flow carrying two identical "no email in the last 14 days" conditions, which had been silently blocking the most engaged buyers from the highest-intent recovery flow. Removed it and moved frequency control to Smart Sending.
- Built the year-on-year analysis that isolated the business's real problem: **new-customer orders down 19.6%** while **repeat orders grew 3.5%**, which reframed a revenue decline as an acquisition problem and set the second-half plan.

PAID MEDIA & CREATIVE PRODUCTION

- Run the Meta program day to day across six concurrent campaigns, covering planning, creative direction, audience strategy, and the performance review the team launches against.
- Established the creative principle the account runs on: **emotion over product**. Moment-led hooks (apology, milestone, "make someone smile") consistently outperform product-led copy; the three highest-return ads in the account are all warm or incentive plays at **11.5–12.7×**.
- Own the brand's generated campaign and product imagery: **98 product images** across ten collections – hand bouquets, wedding, condolence, hydrangeas, seasonal collaborations – art-directed to an approved studio standard and pushed into Shopify as draft products with SEO filenames and per-image alt text. Heroes are iterated, not accepted: the Apiary collaboration hero ran **eight versions** against reference stills before it shipped.
- Art-directed the model, not just the output: prompts that lock product identity to the real SKU, reserve designed copy-space for headlines, constrain talent, and specify camera. Wrote the brand's AI prompt guide and own the brand system it enforces, from palette and three-lane typography to the layout rules applied across storefront, email, and paid.

Jun 2024 –
Sep 2025

I Quadrant

BRAND EXPERIENCE DESIGNER

- Led branding for the company's first podcast on financial literacy, covering identity, visual language, logo directions, and brand framework. It reached 3.8K subscribers and 250K organic views in year one.
- Spearheaded the homepage revamp, running user research – stakeholder interviews, workshops, and surveys – to analyse user behaviour and translate strategy into user flows.
- Directed the creative experience for the Market Leader Summit, mapping attendee journeys, developing experiential assets, and prototyping event layouts across physical and digital touchpoints.

May 2021 –
Apr 2024

COMO Group

GRAPHIC DESIGNER

- Delivered integrated campaigns for COMO's flagship establishments (COMO Metropolitan, COMO Dempsey, COMO Cuisine, and Culina), spanning branding, key visuals, digital, and packaging across F&B, fashion, lifestyle, and luxury.
- Led social media design in cross-functional partnership with Marketing and PR, developing visual content that carried brand storytelling across the group portfolio.
- Oversaw product shoots from mood board through art direction and retouching, and produced print-ready final artwork to production specification.

SELECTED WORK: AI & CREATIVE TECHNOLOGY

SELF-DIRECTED TOOLING

AI Design Production Pipeline

A system for making generative output repeatable rather than lucky: reference-image conditioning, vision analysis of reference designs, and a golden-ratio type and spacing token system with separate scales for social and web, so every render lands on the same grid and type scale. Built on Gemini. Outputs layered, editable Photoshop files rather than flattened renders, so changing a headline stays a text edit instead of a regeneration. Operating principle: replicate faithfully first, then vary.

DESIGN SYSTEM & INTERACTION

Helion: Agency Site Design System

Art direction and design system for a cinematic agency site ported from a getlayers.ai template, covering palette, type, spacing, and the motion vocabulary, with a dated decision log. Designed and built its signature control: a rotating conic-gradient CTA stroke, masked to a 1.5px ring in pure CSS after a JavaScript approach was rejected for corner jitter.

FOUNDING CREATIVE DIRECTOR

AI Florist

Brand identity, logo, and storefront design for an AI-agent-driven florist. Conversational ordering across web, WhatsApp, and Telegram, with one commerce core behind all three surfaces.

SKILLS

AI & PRODUCTION – Generative image pipelines (Gemini) · Prompt and context engineering · AI brand guardrails and art direction · Agent-assisted production workflows

BUILDING – Ship storefront front-end, email templates, and marketing automation by directing AI coding tools: React, Shopify Liquid, Python. I direct and debug rather than author.

DESIGN & BRAND – Brand identity and systems · Art direction · Campaign key visuals · Design systems and tokens · Figma (auto layout, components, prototyping) · Photoshop, Illustrator, Firefly · FigJam · Miro

GROWTH – Klaviyo lifecycle design · Meta Ads · GA4 · Attribution and incrementality testing · Holdout and A/B design · Shopify · Campaign strategy

EDUCATION

Feb – Aug 2023 **General Assembly**
Professional Certificate in User Experience Design

Apr 2016 – Apr 2019 **Temasek Polytechnic**
Diploma in Game Design & Development