



PRODUCT DESIGN LEAD

Liliya Spencer

CONTACT

- +65 8424 7170
- spencerliliya@gmail.com
- liliyaspencer.com
- www.linkedin.com/in/liliya-spencer
- Singapore, Permanent Resident

PROFILE STATEMENT

Product designer with **10+ years** on enterprise software: workplace access platforms, insurance, campaign dashboards and the admin tools behind them. **Lead design and research teams**, own the design system underneath a product, and write enough **front-end** to know what a design decision costs to build. Earlier, designed and built **loyalty programmes for luxury hotels**, from brand and print through to front-end. Recently completed a BSc in **artificial intelligence (AI)** and **data analysis**, building and training models end to end.

EDUCATION

BSC, ARTIFICIAL INTELLIGENCE AND DATA ANALYSIS

S. U. Witte University, Russia

2021 - 2025

DIPLOMA, ART AND GRAPHIC DESIGN

College No. 1, Russia

2008 - 2011

ART SCHOOL

Russia

2004 - 2009

CERTIFICATIONS

ADHD COACH

United Kingdom

2026

WORK EXPERIENCE

Cleventh

2024 - Present

FOUNDER

- **Social media consultancy:** content strategy and design, copywriting, and paid advertisements for client businesses.
- **Fractional CMO** for small businesses, advising on positioning and helping them get seen online.

AGL.SG

2022 - 2023

UX/UI LEAD

- **Led a team of designers and researchers** on CapitaStar@Work, CapitaLand's tenant app, across concept, wireframing, prototyping and final design. The product won its category at the **2023 SBR Technology Excellence Awards**.
- Ran the stakeholder interviews that set the objectives, resolved engineering constraints inside the design rather than escalating them, and reviewed the team's work against a standard we had agreed. **Mentored the junior designers on the team.**
- Designed across the **insurance and investment segments** of **Omne by FWD** and led its **Corporate Wellness programme**. The app shipped across **nine Asian markets** as one product and, within a year of launch, carried **55% of total transactions** in FWD Thailand and the Philippines. It won the **Insurer Innovation Award 2024**.

SEARCH ENGINE OPTIMISATION

Russia

2020

PROGRAMMING AND DATABASES

Russia

2018

ADOBE PHOTOSHOP, ILLUSTRATOR AND INDESIGN

Russia

2016

SKILLS

Product design

User Experience (UX), User Interface (UI), interaction design, user flows, wireframing and prototyping, information architecture, enterprise and dashboards.

Research

User research and user testing, stakeholder workshops, competitive and market research.

Systems & build

Design systems, accessibility, brand and identity, print production, HTML, CSS and JavaScript.

AI & data

Python, TensorFlow and Keras, scikit-learn. Convolutional and ensemble models built and trained end to end; data analysis.

TOOLS

Figma · Adobe XD · Illustrator · Photoshop · InDesign · Premiere Pro · Keynote · HTML & CSS · JavaScript · Python · Claude Code

True Inclusion

2020 - 2022

CREATIVE DIRECTOR

- Designed and taught studio classes for **students with special needs** at Genesis School and Mountbatten Vocational Centre, adapting the curriculum to very different ways of learning.
- Set **programme vision and roadmaps**, and ran creative workshops for schools.
- Ran **SEO, social media channels** to grow brand awareness, and managed **Meta & Google Ads**.
- Designed **brand identity**, a set of digital & marketing assets, as well as designed and developed a **responsive website**.

AGL.SG

2019 - 2020

SENIOR UX/UI DESIGNER

- Designed **CapitaLand@Work** from tender to launch, the group's first **workplace platform**, reaching several thousand tenants: an employee and visitor app, **six administrator roles** each mapped as its own journey, and white-labelled tenant portals.
- Pitched for the tender as part of a small freelance team; once AGL won it, **carried the design alone**: research, user flows, user testing, interface, illustration and icon set, admin portals and email.
- Ran workshops directly with CapitaLand's **stakeholders and security director**, and user-tested with real administrators between sprints.
- Designed **SK-II's Olympic campaign dashboard**, holding an eighteen-month campaign plan across a dozen markets and as many platforms, and led research and testing for AGL Metal.

TouchPoint

2017 - 2019

SENIOR FRONT-END DESIGNER

- Designed and hand-built **loyalty programmes** for **St. Regis, W Hotel, JW Marriott, InterContinental, Kempinski** and **Anantara**: identity, print, responsive websites with members' portals, app interfaces and marketing HTML emails.
- Owned **17+ projects** end to end, working directly with hotel F&B directors and heads of spa across several countries.
- Lifted **email open rates by 90%** through data-led redesigns, which earned a performance-based pay rise.

Earlier

FREELANCE

- Websites, a CMS, dashboards and the MYairports app for Malaysia Airports (2016 – 2019); custom furniture design and 3D visualisation for GVARNERI (2012).