

Carmen Lum

Product Designer / Manager

Keeps one eye on what users need, the other on business goals

carmenlum.com

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2+ years

Product Design / PM Hybrid

5 years

Creative Design

2 products

P0 to shipped

Profile

Product designer with 5 years' background in creative design and illustration, now working across UX and product management in fintech. I'm analytical and evidence-led, most interested in finding what's true, not what's fast or easy.

Work Experience

Product Manager

Rently | Singapore (April 2026 – Present)

- Diagnosed root cause of application drop-off in new Singapore product (2026) through user research, corrected an initial hypothesis blamed on form design, and **implemented a fix that reduced downstream data contamination by ~44%**
- Drafted product requirement documents (PRDs) for SG and UAE markets informed by data, user and market research to align cross-functional teams
- Co-created feasible MVP solutions with engineering, design and finance teams
- Defined success metrics and ensured trackability of product analytics
- Reported product performance to stakeholders and owned mini-roadmaps to improve metrics and business outcomes

Product Designer

Rently | Singapore (May 2024 – March 2026)

- Redesigned Rently Pay's conversion funnel based on user research, **doubling landing-page-to-signup CTR**
- Led UX research and design for fintech product Rently Pay from 0-to-1; personas adopted company-wide, findings translated into shipped design improvements
- Built wireframes and prototypes to validate design concepts before build
- Collaborated with data analysts to measure design impact and apply learnings to future iterations
- Wrote user-focused copy to improve comprehension and overall product experience

Creative Designer

Secretlab | Singapore (Oct 2020 – May 2023)

Zenyum | Singapore (Apr 2020 – Sep 2020)

PROTOCOL | Singapore (Oct 2018 – May 2020)

I have five years' experience designing for local and international brands' marketing, advertising and branding needs, leading graphic design and illustration end-to-end. Notable projects:

- Lead designer for Secretlab Signature product press releases and reviewer's guides
- Lead designer for Secretlab partnership campaign visuals, from concept to launch: TITAN EVO 2022 Dark Knight, Overwatch, Harry Potter + SKINS Boba Fett, and more
- Art-directed regional marketing content, securing stakeholder buy-in and working with 3D + live action teams
- Designed and adapted product launch visuals with consideration for web and mobile constraints

Freelance Creative Designer

REIGN Pilates, getgreenr.com | Singapore (2025–2026)

skingenix+ | Pakistan (2026)

- Branding, logo design, font selection, brand colour selection and brand guideline creation
- Fitness, ecommerce, skincare industries across multiple markets and countries

Education

UX Design Immersive (UXDI) Bootcamp | General Assembly

Singapore, Nov 2023 - Feb 2024

Bachelor's of Fine Arts Illustration | Savannah College of Art and Design

Savannah, Georgia, USA, 2018

GCSE A Levels | Victoria Junior College

Singapore, 2018

Skills

User research	0-to-1 product development	A/B testing	Roadmapping
Usability testing	Figma	Product analytics	Go-to-market strategy
Information architecture	User interviews	Mixpanel	Cross-functional collaboration
Wireframing	Persona development	Success metrics / KPIs	Stakeholder management
Prototyping	Journey mapping	Product requirement documents (PRDs)	