

Carmen Lum

Product Designer + Manager

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

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Profile

Product designer with 5 years' experience in creative design, now working across UX and product management in fintech. I'm analytical and evidence-led, most interested in finding what's actually true before deciding what to build.

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 (Full time + Freelance)

Secretlab, Zenyum, PROTOCOL (2018 – 2023)

REIGN Pilates, getgreenr.com, [skingenix+](https://skingenix.com) (2025–2026)

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

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, 2014

Languages

English

Native proficiency

Mandarin

Basic proficiency

Skills

User research

Usability testing

Information architecture

Wireframing

Prototyping

0-to-1 product development

Figma

User interviews

Persona development

Journey mapping

A/B testing

Product analytics

Mixpanel

Success metrics / KPIs

Product requirement documents (PRDs)

Roadmapping

Go-to-market strategy

Cross-functional collaboration

Stakeholder management

Adobe Creative Suite

(Photoshop, Illustrator, InDesign)

Interests

Visual storytelling (especially video games!)

Rescue animals (I have 2 rescue cats!)

Aerial yoga

Art, drawing and DIY crafts

Human psychology

Philosophy

I'm curious by nature — generally anything can interest me.