

Aung Shwe Oo

Product Manager

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Objective

Product Manager for high-growth FinTech, AI, and Enterprise SaaS companies, focused on **transforming complex, data-rich legacy systems** in highly regulated industries, aiming to leverage Strategic UX and agile execution to architect intuitive platforms that solve user-adoption challenges, **reduce operational complexity, and scale measurable business growth.**

Profile

- **Product Leader & Systems Thinker:** Product leader with **8+ years** in product management and 22 years in tech, simplifying complex, regulated **banking and insurance** workflows and modernising legacy back-office platforms into intuitive, agent-friendly tools.
- **Strategic Vision & Data-Driven Execution:** Define vision and roadmaps for onboarding, portfolio management, and risk/compliance products, using data and research to prioritise features that improve efficiency, accuracy, and trust.
- **Cross-Functional Bridge & Delivery Leader:** Align business, engineering, and compliance stakeholders; translate complex requirements into actionable plans that drive predictable, on-time delivery of high-quality digital solutions.
- **Lean Innovator & 0-to-1 Builder:** Co-founder of a social enterprise HumbleLAB; drive ground-up innovation using agile experimentation and user-centered design to find product-market fit and deliver meaningful process improvements.

Education Qualification

- Master in Design (Digital Media) **(2008-2010)**
  (Raffles College of Design and Commerce, Sydney, Australia)
- Diploma in Digital Media Design (3D Animation) **(1999-2002)**
  (Nanyang Polytechnic, Singapore)
- International Diploma in Computer Studies (IDCS) **(1999)**
  (KMD, NCC Education, Yangon, Myanmar)

Core Expertise

Note: An ATS-friendly version is available on page 4.

Strategic Vision & Business Acumen

- **Product Vision & Roadmaps:** Define the product vision and multi-quarter **product roadmap**, aligning strategic objectives with business goals and evolving user needs through deep UX judgment and **data-backed planning.**
- **Insight-Led Strategy:** Balance long-term strategy with hands-on execution, using performance data and user feedback for **hypothesis-driven iteration** against clear **KPIs.**
- **Business Model Design:** Craft business models with the Business Model Canvas and Value Proposition Canvas—tailored to fintech and digital ecosystems to inform **go-to-market choices** and prioritization.
- **Data-Informed Decisions:** Leverage analytics to optimize funnel conversion and ongoing performance, turning **continuous measurement** into roadmap iteration and **evidence-based trade-offs.**
- **Growth & GTM Strategy:** Apply a strategic lens to activation, onboarding, and adoption, grounded in startup discipline and cross-channel **go-to-market execution.**

Agile Execution & Innovation

- **Continuous Discovery & Delivery:** Run **iterative discovery** and delivery workflows that prioritize UX optimization and **structured experimentation** for measurable outcomes.
- **Agile Product Development:** Facilitate rapid prototyping, sprint planning, and **backlog refinement** with cross-functional tech and design teams for predictable delivery.
- **User-Centric Problem Solving:** Apply **design thinking** to surface and resolve user pain points, translating insights into actionable specifications that enhance platform usability.

Collaborative Leadership

- **Cross-Functional Collaboration:** Partner with solution architects, designers, engineers, BAs, QAs, and analysts to deliver **user-centric solutions** and improve conversion through **tight collaboration.**
- **Team Mentorship & Empowerment:** Lead and mentor cross-disciplinary teams, fostering shared accountability and **continuous improvement** in product quality and delivery.
- **Transparent Stakeholder Management:** Build alignment through **clear communication,** roadmap visibility, and timely updates across global stakeholders and business units.

Experience and Impact

Experience Summary

Oct 2018 – Mar 2024: Scrum Master, UX Consultant & BA at **Capgemini**, Singapore **(with clients including DBS and Azqore Singapore)**

May 2018 – Oct 2018: UX Manager at **DirectAsia Insurance**, Singapore

Apr 2017 – May 2018: Self-employed UX Designer/Consultant, Singapore

Jan 2016 – Mar 2017: UX Consultant at **Aviva**, Singapore

Nov 2013 – Dec 2019: Coach & Team Lead at **HumbleLAB**, Singapore, Myanmar

Feb 2011 – Feb 2015: Multi-disciplinary Designer at **Ngee Ann Polytechnic**, Singapore

Sept 2002 – 2007: Various resident designer and freelance design consultant roles in Singapore

Employer & Client Highlights

CapGemini Singapore DBS, Aviva, Azqore Singapore, DirectAsia Insurance, Sciente, Barrows, Ngee Ann Polytechnic, etc.

Professional Experience

Employer:
Capgemini Singapore
Duration:
Oct 2018 – Mar 2024 (5 yr 4 mo)
Job Title:
Scrum Master, UX Consultant, Business Analyst

Selected Accomplishments

- **Banking Back-Office UX Modernization:** Architected the strategic UX revamp for a mission-critical banking system by auditing legacy interfaces and implementing a unified style guide and SCSS framework. This initiative successfully de-risked the product's transformation, **cutting engineering rework by 35%** and boosting **overall design efficiency by 30-40%** to deliver tangible business value.
- **Design System Strategy & Implementation:** Pioneered a **foundational design system from zero-to-one**, establishing a unified UI language and robust workflow to de-risk digital transformation in a regulated enterprise. This core infrastructure accelerated product delivery by boosting design efficiency 30-40% and cutting engineering rework by 35% across mission-critical product lines.
- **Digital Product Enhancement:** Contributed to the mBanking app's product lifecycle by **translating targeted research** into clear user stories and optimized assets. This customer-obsessed approach to the user experience enhanced team performance by 35% and slashed development rework by 35%, driving operational efficiency and delivering a superior digital product in a complex fintech ecosystem.
- **Portfolio System UX Ownership:** Owned the user experience for a complex Portfolio Management System, translating intricate financial workflows into intuitive interfaces through **agile prototyping and iterative design reviews**. This customer-obsessed approach drove targeted enhancements, slashed development rework by 35%, and boosted cross-functional team performance by 35%, mitigating operational risk in a high-stakes setting.
- **Business Analysis & Agile Execution:** Drove the end-to-end delivery of **critical CRM/KYC API** products, translating complex regulatory requirements into actionable user stories to establish foundational data pipelines. This agile leadership stabilized development cycles for cross-functional teams, reducing project rework by 25-30% within a tier-1 fintech environment.
- **Agile Leadership & Process Optimization:** Collaborated with engineering teams to tune the DBS **Name-Screening (AML) system**, a critical risk & compliance initiative. Implemented strategic product backlog management to refine process flows and stabilize development, reducing delivery rework by 25-30% while enhancing the accuracy and performance of a core fintech algorithmic system.

Certifications

- **Product Management Certified: Core**
  Product-Led Alliance (30/12/2024)
- **ICAgile Certified Professional - Agile Coaching**
  ICAgile (18/09/2024)
- **Professional Scrum Product Owner I** Scrum.org (1/1/2024)
- **Professional Scrum Master I**
  Scrum.org (26/12/2022)
- **Certified SAFe® 5 Practitioner**
  SCALE AGILE [10/09/2021] (Exp)
- **SAFe® for Teams Course (5.0)**
  SCALE AGILE (14/8/2020)
- **Business Model & Value Proposition Masterclass**
  Strategyzer (Oct 2017)

Key Initiatives

Project: *(Retail & Corp Banking)*
Actimize Name-Screening Engine Tuning Project - DBS
Duration:
1/2023 – 11/2023 **Role:** Scrum Master

Summary: Led Phase II of a complex name screening initiative by setting up environments, realigning teams, and fine-tuning processes to reduce false hits while supporting downstream components amid production challenges.

Outcome: Achieved improved alert accuracy and stable team velocity by restructuring teams, refining estimations, and streamlining backlogs—ensuring predictable Agile delivery amid production challenges.

Project: *(Private Banking)*
Portfolio Management System – Azqore
Duration:
2/2021 – 9/2022 **Role:** UX Consultant

Summary: Enhanced the Portfolio Management System by leveraging an in-house design system to redefine UI components and interactions in a challenging enterprise environment with a 10+ member team.

Outcome: Created an intuitive, customer-centric interface that enhanced operational efficiency and user satisfaction. Achieved a **30–40% boost** in design efficiency and improved strategic execution by **6–8% per iteration**.

Project: *(Private Banking)*
WDX - CRM/KYC API Integration Project – Azqore
Duration:
7/2019 – 7/2020 **Role:** Scrum Master, BA

Summary: Orchestrated Phase 1 of a multi-million-dollar integration, connecting proprietary CRM with Microsoft Dynamics via API Factory architecture amid layered tech and database challenges.

Outcome: Delivered **100% milestone** completion on time and within budget, accelerating decision-making and improving alignment **by 25–30%**.

Employer:
DirectAsia Insurance

Duration:
May 2018 – Sep 2018
(4 mo)

Job Title:
UX Manager

Selected Accomplishments

- **Sales Funnel Optimization:** Led **funnel optimization** for auto and travel insurance web portals by leveraging Google Analytics insights and Optimizely A/B testing to iterate on AngularJS/Bootstrap interfaces. Identified high-friction steps, redesigned onboarding and quote flows, and refined UI patterns, delivering **measurable conversion gains** and lower drop-off across key stages while strengthening a consistent, customer-centric journey.
- **Data-Informed Product Discovery:** Conducted contextual inquiries, heuristic evaluations, and experience-mapping workshops to surface pain points across auto and travel journeys. Synthesized findings into comprehensive **Customer Journey and Experience Maps** that clarified priorities, informed the product roadmap, and **grounded decisions in evidence**—aligning cross-functional stakeholders and guiding targeted UX improvements that increased task completion confidence and overall customer satisfaction.
- **Engineering & Design Collaboration:** Synthesized repeatable UX patterns into actionable UI solutions, integrating **service design thinking** and coaching front-end developers on consistent standards. Partnered closely with engineering to refine component behavior, accessibility, and handoff expectations, establishing a scalable design framework that **accelerated delivery**, improved interface consistency, and reduced cross-team misalignment across the auto and travel insurance web applications.
- **Project & Stakeholder Management:** Coordinated a portfolio spanning UX metrics setup, a Kentico CMS upgrade, and an infographic dashboard by aligning designers, developers, and business stakeholders around **clear priorities and timelines**. Established transparent communication forums, tracked outcomes against conversion and satisfaction goals, and ensured on-time **delivery of enhancements** that drove sustained performance gains across the insurance web portals.

Tool Highlights

Product Strategy & Roadmapping
Aha!, ProdPad

Project Management & Collaboration
Jira, Trello, Confluence

Design & Prototyping
Figma, Adobe XD, Adobe Creative Suite

Analytics & User Research
Google Analytics, Mixpanel, Hotjar, Inspectlet, SessionCam,

Communication & Feedback
Slack, Team, Miro, FigJam

Experimentation & Testing
Optimizely, Google Optimise

Ai Tools
ChatGTP Plus, Grok3, Gemini AI Studio

Employer:
Aviva

Duration:
Jan 2016 – Mar 2017
(1 yr 3 mo)

Job Title:
UX Consultant

Selected Accomplishments

- **Digital Product Optimization:** Managed the iterative enhancement of the EzSale Pre/POS iPad app, translating usability testing and user feedback into **streamlined sales workflows** for life and term insurance. This robust UX design strategy delivered an intuitive, modern interface that significantly **enhanced user engagement** and streamlined the end-to-end customer experience.
- **Product Vision & GTM Strategy:** Architected the **product vision** for the LMS mobile app by partnering with business analysts, product managers, and stakeholders to align UX/UI elements and key user flows with a clear strategic roadmap. This collaborative approach translated functional requirements into **actionable UX strategies**, accelerated deal closures, and enhanced campaign performance while preserving a modern, intuitive experience.
- **Process Integration & Leadership:** Pioneered a collaborative design approach within a predominantly waterfall environment for the EzSale Pre/POS iPad app, working closely with project managers to refine processes, facilitate seamless developer handoffs, and **introduce agile principles incrementally**. This integration accelerated delivery timelines and contributed to an estimated 35% reduction in rework, supporting Aviva's broader digital transformation initiatives.
- **End-to-End Product Discovery:** Led the product discovery process by developing detailed wireframes, user flows, and interactive prototypes with Sketch and Adobe Photoshop to craft user-centric interfaces. This hands-on design leadership **translated qualitative member insights** into clear visual specifications, ensuring a smooth and accurate handoff to the development team for implementation.

Key Initiative

Project:
Lead Management System – Mobile App
(Life Insurance)

Duration:
7/2016 – 3/2017

Role:
UX Consultant

Summary: Developed a mobile Lead Management System that modernized on-the-road insurance agents' workflows by replacing legacy desktop tools. The app, a contact book and scheduling calendar, enabled real-time lead tracking, appointment setting, and status updates. Utilizing a "jobs-to-be-done" framework, the solution addressed key pain points and enhanced operational efficiency.

Outcome: Delivered high stakeholder satisfaction and achieved an **estimated 35% reduction** in rework, significantly boosting agent productivity while streamlining lead tracking and scheduling.

Employer:
Ngee Ann Polytechnic

Duration:
Feb 2011 – Feb 2015 (4 yr)

Job Title:
Web and Multidisciplinary Designer

Key Responsibilities

- **UX/UI Design & Development:** Delivered end-to-end UX/UI design solutions for SharePoint-based portals, ensuring robust information architecture, art direction, and responsive designs for staff, postgraduate students, and public audiences.
- **Stakeholder & Project Management:** Collaborated with inter-departmental stakeholders to refine creative briefs and streamline decision-making.
- **Prototyping & Testing:** Developed interactive prototypes, conducted usability testing, and implemented process innovations.
- **Workshops & Training:** Organized technical workshops to upskill staff and students, managing projects from concept to final delivery.

Achievements

- **Enhanced Stakeholder Engagement:** Refined creative briefs and redesigned project request forms to streamline communications and facilitate informed decision-making across SharePoint projects.
- **Elevated Website Quality:** Implemented technical improvements to deliver high-quality, hand-coded UI designs that met evolving industry standards.
- **Process Innovation:** Pioneered a video design review process that optimized workflows and reduced revision cycles for timely delivery.
- **Capacity Building:** Led comprehensive training workshops on Adobe Photoshop, Illustrator, and related tools, significantly boosting digital literacy and design proficiency.

Employers & Clients:
SMEs and companies from Singapore

Duration:
2002 – 2007; 4/2017 – 5/2018 (6 yr+)

Job Title:
Resident Designer and Freelance Design Consultant

Throughout my early career and independent practice, I delivered comprehensive design solutions across digital, print, and motion graphics—establishing a robust foundation in user-centered, multidisciplinary design.

Notable highlights include impactful collaborations with organizations such as Barrows Singapore, CreAds, Frist Media Design School, Charlton Media, Apostrophe Films, Sonopress Avato, Pyramid AV International, LTA-Singapore, and TimeEdge Pub.

Key Responsibilities

- **Developed innovative, user-centric designs** across dynamic projects, including CMS websites, mobile apps, and multimedia branding, leveraging cutting-edge digital tools.
- **End-to-End Project Execution:** Managed diverse projects—from open-source CMS websites to mobile apps and digital products—from concept through prototyping, testing, and final delivery, ensuring usability and high quality.
- **Collaborated with diverse clients** to exceed expectations and adapt solutions to evolving market trends, consistently delivering high-impact projects.

Achievements

- **Enhanced Design Quality & Efficiency:** Delivered 60+ projects (logos, static & CMS websites, motion graphics) using iterative design research and HCD, significantly boosting client engagement and overall quality.
- **Innovative User-Centered Solutions:** Spearheaded co-design sessions and workshops that transformed briefs into actionable, data-driven strategies, optimizing UX across digital and print media.
- **Technical & Creative Excellence:** Pioneered interactive UI concepts for DVD menus and web projects, elevating art direction and collaboration.

Professional Impact

HumbleLAB
(Nov 2013 – Dec 2019)

At HumbleLAB, a social enterprise, I built and led a diverse team, establishing strategic frameworks and scalable models for sustainable impact. I designed and facilitated participatory workshops on business model development using empathy research, and organized startup weekends and hackathons that secured key sponsorships and sold-out events. Leveraging data-driven insights and agile delivery, I mentored startup founders and SME owners, significantly driving measurable improvements and fostering a vibrant entrepreneurial ecosystem in Myanmar.

Portfolio

Online Profile | Digital Catalyst

https://www.shwe-oo.com

Feature Projects

Personal Information

Language
English
Full professional proficiency

Myanmar
Native proficiency

Nationality
Myanmar

Residential Status
Singapore PR

Visa & Work Authorization | Mobility

Region	Status
Singapore	**No sponsorship** (Singapore PR)
EU/EEA & UK	**Sponsorship required**
Australia / New Zealand	**Sponsorship required**
Business travel (APAC/EU/UK)	**Available;** visas arranged as needed

Relocation: Open globally
Remote: Yes — EU/APAC hours OK

City/Region
Woodlands, Singapore

ATS-friendly CV
https://shwe-oo.com/s/asofpm25feb



Aung Shwe Oo
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Bridging 8+ Years of Product Management with 22 Years of UX, Innovation & Agile Practice
Certified Product Manager, Scrum Master +
Scrum Product Owner

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