

Vanessa Yeo

Brand & Product Design

Vanessa designs end-to-end experiences that connect business goals, technology, and real user needs. From shaping problem spaces and defining flows to crafting the final interface, she focuses on building thoughtful, human-centred solutions that work across the entire product ecosystem.

Previously from Advertising, she has worked and developed solutions for brands such as Netflix, Evian, Adidas, Nespresso, SK-II, Estee Lauder, among others.

Outside of work, she makes full-scale replica food models out of clay and resin. Some of which have been commissioned for display in restaurants and shops.

Education

MSc in Innovation

Lee Kong Chian School of Business
Singapore Management University
2016—2017

BA Hons Graphic & Media Design (First-class)

London College of Communication
University of the Arts London
2009—2011

Diploma in Digital Media Design

Director's List
Nanyang Polytechnic, Singapore
2006—2009

Core Skills

Technical Skills

User research; Design systems;
Digital prototyping; Usability testing;
Agile delivery; Service design; Visual design; Spatial design; Art direction;
3D prototyping

Other Experience

Project planning; Stakeholder management; Client workshops;
Design team management & capability building

Experience

Accenture Song

Experience Design Consultant
May 2021 — Current

Designed and launched digital products, end-to-end. From planning and carrying out research with stakeholders, end-users and internal teams. Developed DLS(s), planned and led sprints to delivering the final tested product.

IDEO (Shanghai)

Senior Communication Designer
June 2019 — Dec 2020

Creative lead for projects with clients from sectors like Real Estate, Alcohol, Dental, etc.

Defined new market opportunity areas, Brand Strategy & Ecosystem - for client shifting from B2B to B2C, Consumer Research & Testing, Client Workshops

Tribal Worldwide

Associate Director
Special Projects - Innovation Practices
June 2017 — Nov 2018

Bridging creative and tech leads on projects and pitches to push the creative idea and produce proof of concepts for clients.

Creative lead for Equator - DDB's satellite office based in Temasek Polytechnic, Singapore, for students from various disciplines to co-create prototype concepts for commercial and societal needs.

TSLA - The Secret Little Agency

Experience Designer
Nov 2013 — June 2017

Defined consumer journeys and user experience, driving engagement beyond the screen. Inspired confidence in clients through rapid prototyping and working product proof of concepts. Developed brand identity for physical spaces in brand toolkits.

Grew Netflix's presence in Asia: launched online-to-offline brand and show-led campaigns throughout the year, designed content on social channels for 3 new Asian markets and achieved steady month-on-month community growth.

ASTAR: Agency for Science & Technology Research, Institute of Infocomm Research

Research Engineer / Design Lead
Dec 2011 — Oct 2013

Designed assets and visual expression for go-to-market roll-out. Some of which are still used today.

Advocate for design through showcase and collaborations. Had to build and lead a new design team a year into the job.