NG SHI PENG

Product and design leader with 12 years of experience across agencies, telecom and startups. I drive product direction, design the experience and see it through to launch. From leading product at Soho.ai to founding Wandertails, I combine product strategy, hands-on design, team leadership and AI-assisted development to simplify complex problems and deliver measurable business results.

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Experience

Soho.ai

Australian proptech platform founded by Airtasker co-founder Jonathan Lui. Reached over 2 million annual unique visitors in 2024.

HEAD OF PRODUCT 2023 - 2026

LEAD PRODUCT DESIGNER 2021 - 2023

PRODUCT DESIGNER, FOUNDING MEMBER 2018 - 2021

- Launched SohoAI, an AI-powered real estate assistant for conversational property search through text and voice. Translated the CEO-led AI strategy into product requirements, managed delivery with the engineering team and built the chat interface myself using AI coding tools.
- Owned and presented Soho's annual product strategy and roadmap with the CEO, shifting focus from property-seeker engagement to agent-facing products, with paid subscriptions becoming a priority in 2024.
- Launched agent-facing products including Agent Portal, Livecast and AI PropReels, designing subscription journeys and conversion flows. Agent Portal secured 44 subscribers in its first month, while Livecast launched within three months.
- Championed Soho's pivot from traditional property search to swipe-based matching to differentiate from competitors. Launched PropertyMatch in three weeks, introducing low-friction interactions that captured buyer preferences and increased recorded monthly listing interactions from 790k to over 3 million (3.8×).
- Doubled monthly agent leads by introducing property inspection booking and property appraisal flows, expanding conversion opportunities beyond traditional enquiries between seekers and agents.
- Managed four frontend and mobile developers, overseeing daily stand-ups and weekly product releases across iOS, Android and web.
- Supported the CEO through three capital raises totalling over A$5M, preparing investor presentations and identifying key product metrics.
- Designed and built Soho's design system using Figma and Cursor, leveraging Figma MCP to translate designs into reusable coded components while also creating new components directly in code.

Singapore Telecommunications (Singtel)

Singapore's largest telecommunications company, with operations across Asia and Australia. Joined the Digital Experience team driving the company's digital transformation.

UI/UX DESIGNER 2016 - 2018

- Consolidated 13 web portals and over 4,000 pages into a unified experience with the team, developing information architecture, user flows and reusable UI components for Singtel's first digital style guide.
- Conducted task-based usability testing on prototypes, identifying friction points and translating findings into improvements across user journeys and interface designs.
- Facilitated workshops with stakeholders, partners and end users, presenting design recommendations to eight business units across product, operations, marketing and finance.
- Redesigned Singtel Rewards across web and mobile, simplifying search filters that produced empty results, making rewards easier to discover and streamlining redemption flows for customers and merchants.

Gro-Venture

Singapore startup building B2B software for small businesses.

LEAD UI DESIGNER 2015 - 2016

- Led UX/UI design and creative direction for Hippos (iPad POS) and Gronex (CRM), developing user flows, user stories and rapid prototypes while collaborating with the tech lead through to final delivery.
- Designed product websites, landing pages and marketing collateral, helping generate over 2,000 leads within two months and S$50,000 in subscriptions in the first month.

Experience, continued

Wiz Werx

Singapore digital agency designing and building websites and apps for local and international brands.

UI/UX DESIGNER 2014 - 2015

- Designed Coca-Cola Malaysia's first consumer-facing website, restructuring its sitemap from over 60 pages to 20–30 and bringing user-generated social content into the homepage.
- Designed websites and apps for SPC (fuel prices, station locator and a mobile app), UOL Group (an investor relations site with a live SGX feed) and AMK Hub (shopping mall site and event microsites).
- Worked directly with clients from requirements gathering through wireframes, prototypes and responsive UI design to developer handoff.

Selected Projects

Wandertails

WANDERTAILS.APP

FOUNDER, PRODUCT DESIGN AND DEVELOPMENT 2026 - PRESENT

- Simplified fragmented government pet travel requirements into personalised checklists that automatically identify required tasks, account for dependencies and calculate deadlines based on travel dates and official regulations.
- Independently designed and built the full-stack application using AI coding tools, with a scalable country-based rules system supporting 12 routes across four countries. The product is currently in public beta.

Restaurant Prospector

FREELANCE PRODUCT DESIGN AND DEVELOPMENT 2026 - PRESENT

- Interviewed and observed a restaurant-tech sales representative's workflow, then designed an automated prospecting tool for restaurant discovery, booking-platform detection and decision-maker contact research.
- Independently built the application using AI coding tools, introducing automated lead enrichment and scheduled prospecting that saves an estimated 6–17 hours of manual research per month.

Restocq

RESTOCQ.COM

BRAND AND PRODUCT DESIGN 2021 - 2022

- Designed the brand and three interconnected experiences for a dental supplies marketplace: a practice ordering app, multi-practice management platform and supplier portal.
- Researched dental purchasing workflows and designed ordering, inventory management, budgeting and role-based approval flows with configurable spending limits. The platform reached approximately 80 dental practices within its first month of launch.

Blafink

BLAFINK.COM

FREELANCE PRODUCT DESIGN AND PROJECT MANAGEMENT 2021 - 2022

- Designed and managed the launch of a custom furniture e-commerce platform, replacing manual quotations with a guided product configurator and instant price quotation. Later added online checkout.
- The platform was also adopted by showroom staff for walk-in consultations, reducing estimated consultation time from 60 to 45 minutes (25%).

Education

Temasek Polytechnic, School of Design

2009 - 2012

Diploma in Interactive Media Design

Skills & Tools

Product, Design & Research

Product Strategy · Product Management · Team Leadership · UX/UI Design · User Research & Usability Testing · Design Systems

AI & Tools

AI-assisted Full-stack Development · Conversational AI UX · Figma · Cursor · Claude Code