

Mabel Teo

Digital Product Lead

San Francisco, CA | [LinkedIn](#)

Product and UX professional with 5 years of experience leading digital initiatives across APAC and global markets, combining product strategy, cross-functional team leadership, and user research. Graduating next spring and seeking roles open to OPT candidates.

EXPERIENCE

R&D Digital Program Manager Intern

Jun 2026 — Aug 2026

Baxter International Inc.

Round Lake, Illinois, United States

Launched a monthly Digital Product Play Day program that drew 60 attendees (95% of those invited) to the inaugural event, with growing demand from teams wanting to showcase and learn about each other's products. Led the IQE v3.2 Closure Review retrospective and planned the Spectrum Replayer Tool Revalidation, driving actionable recommendations and stakeholder cadences into the v3.3 release.

Digital Consultant, Technology Consulting

Aug 2020 — Jul 2025

Ernst & Young Advisory

Singapore

Drove a 6-month pilot of a global trade-in-for-credits program for a top Korean electronics company, defining MVP scope and launching across 3 regions. Built and executed the roadmap for a \$1.5M Singapore government digital platform, improving citizen engagement by 45% and streamlining workflows through iterative releases. Collaborated with UX researchers and data analysts to increase engagement by 30% and reduce bounce rate by 10%, while overseeing UAT for 70+ widgets and improving release quality by 70%.

Digital Content & UX Associate

Aug 2020 — Sep 2022

Ernst & Young Advisory

Singapore

Partnered with design and engineering teams to enhance CMS usability and drive user-centric improvements for enterprise websites. Conducted training sessions for 20+ clients, improving their platform proficiency and autonomy by 30%. Led content migration and QA efforts for 3 major website revamps with zero downtime.

Internet Marketing Executive

Jun 2019 — Aug 2019

Varidus

Singapore

- Content management for existing website on GoDaddy
- Learnt new technologies for migrating site to Wordpress
- Evaluated site improvements

Summer Digital Product Analyst (Wealth Management)

Jun 2019 — Aug 2019

Maybank

Singapore

Conducted user and market research to guide new digital wealth product concepts. Contributed to product positioning and campaign strategy for online wealth tools and dashboards.

Business Development Executive

Aug 2018 — Feb 2019

SIM Investment & Networking Club (INC)

- Designed and revamped the official website for the club @ sim-inc.org
- Marketing the club's activities to our student body and beyond
- Developing business ties with established financial institutions
- Establish and maintain mutually beneficial relationships with stakeholders

Marketing Coordinator

Jun 2018 — Sep 2018

Paneco.com Singapore

- Co-ordinated with logistics to ensure fast and accurate information that impacts delivery of service to customers
- Worked on social media campaign management
- Created new relevant marketing content to help attract and lock-in new customers (i.e. coding emails)
- Researched on the competitive landscape for the company
- Researched on variety of ways to market the company out
- Updated database on the backend of the website
- Worked on SEO building for the company
- Performed general administrative duties

Property Officer

May 2017 — Aug 2017

Knight Frank Singapore

- Assist Manager in handling and maintaining the vacant units so as to prepare them in a ready state to be rented out, also creating management reports to update headquarters of the status quo at site
- Perform general administrative duties

Administrative Assistant

Feb 2017 — Apr 2017

Knight Frank Singapore

- Assist Manager in handling and maintaining proper records of enquiries or complaints received by clients, petty cash management and creating reports for recommendation of work for payment.
- Establish and maintain proper filing system to ensure smooth documentation and administration of the estate.
- Maintain inventory of office stationery and equipment maintenance record and perform general administrative duties.
- Customer service

EDUCATION

University of California, Berkeley Aug 2025 — Jun 2027
Master's Degree in Information Management & Systems
Focus: Product Management & Human Computer Interaction

General Assembly Sep 2021 — Mar 2022
User Experience Design Flex Immersive

University of London Sep 2017 — Jun 2020
Bachelor of Science in Computing and Information Systems
First Class Honours

PROJECTS

Conversational music discovery feature concept, Spotify Discover Mode

Designed a conversational music discovery feature for Spotify using competitive analysis and persona-based user research to address gaps in mood-based recommendations. Built and tested low and high-fidelity prototypes across 4 usability tasks, iterating on features based on user feedback.

Brand identity redesign and government website UX overhaul, General Assembly Projects

Revamped the brand identity and website for a Malaysian social enterprise through user research and iterative design. Redesigned the user experience for a national immigration agency's website, resulting in measurable efficiency gains and significantly faster task completion.

CERTIFICATIONS

Professional Scrum Master I (PSM I), Scrum.org May 2022

Social Media, HubSpot Academy

SKILLS

Jira · Confluence · Sitefinity · Agile Methodologies · Content Management Systems (CMS) · Proposal Writing · Client management · User Experience Design (UED) · User Experience (UX) · Business Development · Search Engine Optimization (SEO) · Social Media · Administrative Assistance · Market Research · Business Analysis · Graphic Design · Web Development · Web Design · Wireframing · Content Management · Online Marketing · User Interface Design · Administration · WordPress · Java · Adobe Photoshop · Microsoft Office · Microsoft Excel · MySQL · Cascading Style Sheets (CSS) · React Native · React.js · SQL · JavaScript · Figma (Software) · Adobe XD · Customer Service · Presentations · Cantonese · Chinese · English · Presentation Design · Sitecore · UX Research · Product Strategy · Roadmapping · Feature Prioritization · Stakeholder Alignment · A/B Testing · Data-Driven Decision Making · Product Requirements Documentation · Cross-functional Coordination · Agile Product Management · User Research · Rapid Prototyping · Usability Testing · Design Thinking · Journey Mapping · HTML/CSS · Python · Google Analytics · Microsoft Project · Tableau · R · Professional Scrum Master · Mandarin · Korean