JARRET, HO KAI SIANG

Product & Brand Designer

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T-shaped designer by practice with a technologist streak. Deep in brand and product design, broad across business, tech, and finance. A systems-thinker who turns complex goals into high-impact solutions and scalable design frameworks.

Impact

Operational Efficiency: Optimised delivery for selected client engagements through user research, data analysis, and design sprints, reducing project delivery time by 46%.
System Scalability: Built a comprehensive Design Language System (DLS) for my design practice, from zero, with design tokens and a component library, ensuring visual consistency and reducing manual rework.

Core Competencies

Systems Thinking: Design System Governance, Component Libraries, Design Tokens
Product Design: End-to-End UX/UI, Interaction Design, User Flows, Prototyping, User Research, Information Architecture
Visual Craft & Strategy: Brand Identity, Brand Strategy, Typography, Motion Design, Art Direction, Video Production, Copywriting
Leadership & Business Fluency: Founder Mindset, Stakeholder Management, Workflow Optimization, Cross-functional Collaboration
AI-Native: Building and maintaining an agentic stack (Hermes Agent, Cursor, MCP Approach) that prototypes and automates design and ops workflows; AIGC (ComfyUI)
Technical Integration: Adobe Creative Cloud, Figma, Cursor, HTML/CSS

Experience

2022 - Present — **Founder & Design Lead, OHJARRET,CO**
Transformed an enterprise client engagement into a Design Practice offering service packages. Worked in service to retail and technology clients in Asia.
- Own the full design function across brand and product, from strategy and UX/UI through design systems, production, web and building the practice's tiered service model.
- Building the Design System from zero, so new pages and service products start from a shared foundation.
- Run client engagements through the tiered service model, built to replace the inconsistent workflows of one-off freelancing with repeatable delivery.
- Building an agentic AI stack in production to take repeatable design and ops workflows off the critical path.

Apr - Jun 22 — **Designer, Krust Universe, Klaytn Foundation**
Collaborated in a lean Web3 marketing squad, translating concepts into converting digital and physical touch points. (NDA Projects)
- Executed design delivery for international industry events (MetaJam Asia 2022, Consensus 2022), navigating brand compliance and condensed timelines.
- Translated concepts into accessible, converting brand touch points (social, digital, physical)

2021 - 2022 — **Founder, STFSG**
Founded a creative studio handling end-to-end business operations, client design projects, and multimedia production.
- Conceptualised, designed, and presented a S$50K trademarked project pitch, owning creative strategy and delivery.

2016 - 2021 — **Freelance Designer & Art Director**
Delivered end-to-end print and digital design for campaigns, merchandise, activations.
Notable Projects & Achievements
- Noise Local Motif (National Arts Council, Singapore): Co-created artworks with CPAS/SPD beneficiaries for a moving art exhibition in Singapore's Downtown Line.
- Eyeyah! The Sea Magazine, conceptualised and contributed artwork for the Eyeyah! Magazine, Sea issue. Leading to an art exhibition with MPA Singapore.
- Art-directed a student cohort on a large-scale mural for a mental-health fundraiser (S$375K raised, featured in The Business Times).

Dec 19 - Mar 20 — **Creative Internship, Zendyll Music**
Conceptualised and executed all things creative for a record label and music production studio based in Singapore, driving business growth and visibility for Singapore's music scene and industry.
- Resulted in dual shortlists for Boutique Agency of the Year 2020 and Independent Agency of the Year 2020 by Marketing Interactive within a 3-month timeframe.

Education

2022 — **Google UX Design Professional Certificate**

2017 - 2019 — **Glasgow School of Art, Singapore Institute of Technology, BA in Communication Design**