

LEE Wei Chung

## EXPERIENCE

INLAND REVENUE  
AUTHORITY OF  
SINGAPORE (IRAS)

APR 2021 --- PRESENT

## PRINCIPAL DESIGN ANALYST (SENIOR MANAGER)

He co-leads service design projects which involve deep understanding of end-users by conducting qualitative and quantitative researches, deriving key insights and identifying opportunities. Furthermore, he facilitates workshop to co-design various type of concepts (including UX concepts), creates prototypes and conducts user testing sessions.

He also promotes the use of Behavioural Insights and Design Thinking within the organisation through managing a community of members.

## Key Achievement :

- > Led Workspace Project by redesigning physical space design and behavioural changes (change management), as the organisation transits to a hybrid working model
- > Led Review of Tax Policy using Design Thinking methodology
- > Co-Lead for service design projects facing various types of Taxpayers (Won an IRAS Transformation merit award in 2021)
- > Initiated various facilitation and ideation tools in workshops i.e. Liberating Structure, BI Cards
- > Initiated Futures Thinking in project applications

## VELDHOEN+COMPANY

MAY 2019 --- APR 2021 (2 YRS)

## WORKPLACE STRATEGY CONSULTANT

He guided customers in their workplace transformation journey by converting their strategic objectives into tangible physical space requirements, supported by behavioural and technology interventions. He uncovered customer needs in the early phases through quantitative and qualitative data gathering, synthesising them. He prepared workshops to co-create solutions with them to support their aspirations in their new way of working.

## Key Achievement :

- > Project Local MNC (3000 paxs) - Created physical functional brief for interior designers to design spaces based on organisation's aspirations/ strategic directions, data and insights from employees
- > Project SMEs (~100 paxs) - Involved in Change Management Trainings to transit employees to a new way of working - Activity Based Working
- > Project MNC (<50 pax) - Created scenarios of hybrid working for leaders decision making and a physical functional brief based on organisation's aspirations/strategic directions. Conducted change management workshops with employees.
- > Co-Author, Veldhoen + Company Whitepaper - Work Transformation: Where to start? A comprehensive guide of considerations and best practices for a distributed way of working
- > Author, Veldhoen + Company Article - Cross Pollination: seeding an idea for future innovation

KHOO TECK PUAT  
HOSPITAL

APR 2014 --- MAR 2019 (5YRS)

## SENIOR DESIGNER

He was responsible for conducting user research to deeply understand patients in the hospital and healthcare recipients in the community. He designed interventions that enhance patient experience and improve their health outcomes at different stages of the healthcare continuum. He also collaborated closely with clinicians to re-imagine healthcare spaces and model of care as they tackle the evolving needs of patients.

## Key Achievement :

- > 2014 Co-facilitator for Healthcare Innovators Forum Behavioural Design Workshop
- > 2015 Led design research on Project Orange "Understanding Residents in Chong Pang City"
- > 2016 Project Patient Information Board (PIB) won a Special Design Thinking Award in hospital's Quality Convention 2016 and was exhibited in Institute for Healthcare Improvement (IHI) conferences, both in London and Singapore 2017. Led team in insights gathering, product design and evaluation.
- > 2017 Involved in winning iF Social Impact Award - Share-a-Pot, Khoo Teck Puat Hospital (Team)
- > 2018 Academic paper accepted in Design Research Society 2018 - Healthy Self-Management Communities by Design (Team)

## BECTON DICKINSON

- APR 2013 --- APR 2014  
(1 YR), Singapore
- APR 2012 --- APR 2013  
(1 YR), New Jersey, U.S.A.

## PEOPLE ASSOCIATION

AUG 2011 --- MAR 2012 (8 MTHS)

## IDEASPARK INTL. PTE. LTD.

MAR 2010 --- JULY 2011 (1 YR 5 MTHS)

## INDUSTRIAL DESIGNER

Started the job in U.S.A., he joined the Global Strategic Innovation Group where he learnt from the worldwide team leaders in doing field research such as direct voice-of-customer, ethnographic research, human factors, concept testing and needs identification. In Singapore, he joined the newly set up Strategic Innovation Group (Asia Pacific) to look at opportunities across the Greater China and Asia Pacific regions. He was involved in identifying opportunities in hospitals in Class 3 cities such as Shanghai and Beijing.

### Key Achievement :

- > Led team in planning and executing design research in China hospital outpatient clinics
- > Contributed to the acquisition of a Pharmacy Workflow Solutions software company

## CONSTITUENCY MANAGER

He promoted community bonding, social cohesion and racial harmony between residents by initiating, designing and implementing activities, programmes and services, to meet the needs of the community.

## INDUSTRIAL DESIGNER

He handled client design projects from research, conceptualisation to engineering detailing and end production liaising. He was also involved in doing in-house design projects and sourcing of suppliers.

Key Achievement : Designed the surveillance camera enclosure for Singapore DownTown Line (DTL) Stations

## EDUCATION

### NATIONAL UNIVERSITY OF SINGAPORE

JUL 2006 --- JUL 2009 (4 YRS)

### ○ ECOLE CANTONALE D'ART DE LAUSANNE, SWITZERLAND

FEB 2008 --- JUL 2008 (6 MTHS)  
(Student Exchange Programme)

### TEMASEK POLYTECHNIC, SINGAPORE

JUL 2001 --- JUL 2003 (3 YRS)

## B.A. INDUSTRIAL DESIGN (HONOURS)

### Key Achievement:

- > 2009 Dongguan Cup International Industrial Design Awards  
Project : Life Amplifier (individual), Short-listed 250/2214 entries
- > 2007 - 3rd Furniture Lifestyle Innovations Perspectives (FLIP) Challenge  
Project : flair f.low seating (team), Popular Choice Award

## DIPLOMA IN PRODUCT ENGINEERING

### Key Achievement:

- 2003 - Tan Kah Kee Young Inventors' Award  
Project : Anti-Drowning Device (team), Merit Award

## SOFTWARE

|                                                              |           |
|--------------------------------------------------------------|-----------|
| ADOBE PHOTOSHOP                                              | ● ● ● ● ○ |
| ADOBE ILLUSTRATOR                                            | ● ● ● ● ○ |
| ADOBE INDESIGN                                               | ● ● ● ○ ○ |
| ADOBE XD                                                     | ● ● ● ○ ○ |
| RHINOCEROS                                                   | ● ● ● ● ○ |
| POWER BI                                                     | ● ○ ○ ○ ○ |
| SURVEY TOOLS<br>(FORM SG, GOOGLE FORM,<br>SURVEYMONKEY ETC.) | ● ● ● ● ○ |

## ADJACENT KNOWLEDGE

- BEHAVIOURAL INSIGHTS / CHANGE MODELS
- WORKPLACE STRATEGY / TRANSFORMATION
- INNOVATION FRAMEWORK / MATRIX
- FUTURES THINKING - FORESIGHTS, SIGNALS
- AGILE WAY OF WORKING
- HEALTH & SOCIAL ECOSYSTEM / VARIOUS MODEL OF CARE

## ABOUT ME



SINGAPORE



+65 8691 0825



wc.lee9@gmail.com



<http://weichunglee.wixsite.com/cvportfolio>



[linkedin.com/in/weichunglee](https://www.linkedin.com/in/weichunglee)