

Resume

Daru Sim

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Principal Product Designer with 13+ years of experience designing end-to-end across the full product lifecycle in fintech, banking, and enterprise SaaS.



Built and scaled design teams from zero, established design strategy across multi-product platforms, contributed directly to a \$325M acquisition, and helped lay the design foundation at an early-stage startup on its path to a \$1.7B unicorn.

Currently exploring how AI can improve the design process.

Experience

Paylocity / Principal Product Designer

Oct 2024 — Jul 2025 / Remote

- Led the design integration of Airbase products into the Paylocity ecosystem, serving 41,000+ clients worldwide
- Owned the unified design system and standards across product lines, improving consistency and reducing handoff friction
- Partnered with product and engineering leadership on quarterly design capacity planning, helping align team resources with upcoming priorities
- Set up the design hiring process and onboarded new designers to grow the Airbase design team within Paylocity

Airbase by Paylocity / Principal Product Designer

May 2019 — Sep 2024 / Remote

- Led end-to-end product design across Airbase's spend management platform, from Series A (\$7M) through Series B (\$60M) to a \$325M acquisition by Paylocity in 2024
- Built and maintained the design system that scaled across all product surfaces, enabling faster developer handoffs and visual consistency
- Mentored a team of 13 designers across product and brand work
- Collaborated with product and engineering leadership on quarterly capacity planning, helping match design resources to the highest-priority initiatives
- Partnered with marketing on campaigns, landing pages, and brand assets that supported Airbase's growth from early-stage startup through acquisition
- Joined as the early designer and built the product's design foundation from scratch

DBS Bank Singapore / Senior Product Designer

Sep 2018 — May 2019 / Singapore

- Led the design overhaul of digibank India's mobile app, integrated the new design language system that improved usability for millions of users across India
- Refined mobile UI and UX patterns for the India market, balancing local user behaviors with DBS's global design standards
- Conceptualized and designed DBS Digital Gold, a new fintech offering, from user research through to high-fidelity prototypes, accelerating its path to launch

Workato / Senior UI/UX Designer

Oct 2016 — Sep 2018 / Singapore & Cupertino, United States

- Joined as an early designer during Series A (\$10M) and shaped the product's design foundation through Series B (\$25M), laying groundwork that supported Workato's growth to a \$1.7B unicorn
- Designed the visual language for all new features and product enhancements
- Created all marketing design assets, building brand consistency across digital touchpoints

eVenture Ltd. / Senior UI/UX Designer

Sep 2014 — Sep 2016 / Kuala Lumpur, Malaysia

- Worked with stakeholders to turn business requirements into clear design direction for multiple digital products
- Ran user research and competitive analysis to ground design decisions in real data
- Defined brand and UI guidelines that gave the dev team a shared design language
- Delivered wireframes, storyboards, journey maps, and prototypes, validating with 5-10 users per round

TBG Digital, Gushcloud / Senior Web Designer

Nov 2013 — Aug 2014 / Kuala Lumpur, Malaysia

- Designed websites, mobile apps, and social media campaigns for a range of clients
- Translated client needs into business proposals and spec documents that shaped project roadmaps
- Integrated wireframing and prototyping into the team's workflow, speeding up client feedback cycles
- Wrote UI specs and interaction documentation to streamline developer handoffs

Earlier Roles

Kuala Lumpur, Malaysia

- Web & Graphic Designer at iCRM Digital (Celcom, Unifi, CIMB) / Aug 2012 — May 2013
- Marketing Executive at AUM Hospitality / Jan 2012 — Aug 2012

Education

Multimedia University

Bachelor Degree in Advertising Design

2007 — 2012

Skills

Designs

- Product Design Strategy & Leadership
- End-to-End UX/UI Design (Web, Mobile & Cross-Platform)
- Design Systems & Design Ops
- User Research, Usability Testing & A/B Testing
- Wireframing, Prototyping & Interaction Design
- AI-Integrated Design Workflows

Collaboration & Process

- People management
- Team Mentorship & Hiring
- Cross-Functional Collaboration
- Stakeholder Management
- Design Thinking & Design Sprints
- Design Critiques & Reviews

Industries

- Fintech & Payments
- Banking & Financial Services
- Enterprise SaaS & Automation
- HR Tech (HCM & Payroll)
- Telecommunications
- Events & Hospitality

Tools

- Figma
- Sketch
- Adobe Creative Suite
- Cursor / VS Code
- Claude Code (AI-assisted design & dev)
- Miro / FigJam

Languages

- English
- Chinese
- Malay
- Cantonese