



MELISA CHAN

SENIOR EXPERIENCE DESIGNER

Government Digital Services, GovTech

Melisa knew that she wanted to be a designer from the age of 4. Her love of stories, the pursuit of art and craft, and curiosity for new design throughout her life has been a good foundation for her career. People are at the heart of her work; she believes that human-centred design informs meaningful, engaging and sustainable design solutions. She has over 15-years of professional design experience, and her journey in design practice has involved anything from award-winning window display, to retail trends, urban morphology, and methodologies rooted in the social sciences and creative processes.

Although architecturally trained, she has most recently found a home for her skillset in the practice of Design Thinking, Service Design and Experience Design. Melisa works at GovTech, Singapore, at the intersection of Design, Technology and Education, where she enjoys the challenge of working through ambiguous, complex problems, and welcomes conversations about designing for social impact, where the strategic application of design can start to “make lives better”.

🗄 SESSIONS

» [HOW GOVERNMENTS SHOULD APPROACH DIGITAL PUBLIC SERVICES](#)