

**LEE SIN CHIEN (CHARLENE)**  
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**EDUCATION**

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**Master of Arts in Industrial/Organizational Psychology** **September 2011 – December 2013**  
**Western Michigan University, Kalamazoo, Michigan, USA** **CGPA: 4.0/4.0**  
Thesis: Reducing Nonfatal Occupational Injuries among Hispanic Workers with the Implementation of Behavior-Based Safety Training in Spanish

**Bachelor of Science in Psychology** **January 2007 – December 2010**  
**Western Michigan University, Kalamazoo, Michigan, USA** **CGPA: 4.0/4.0**  
Major: Psychology Minor: Management *Summa Cum Laude*

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**WORK EXPERIENCES**

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**Consultant, Deloitte Consulting SEA** **August 2021 – Present**  
*Singapore*

- Partnering and supporting SEA clients in Organization Transformation initiatives, leveraging evidence-based behavioral science principles, as well as agile and design thinking principles to enable change and adoption

**Organization & Employee Experience Designer-Senior, FedEx Express** **September 2020 – August 2021**  
*Singapore*

- Led the design and development of primary research (via surveys, focus groups, and in-depth interviews), employee journey maps and personas, provide recommendations to enhance Employee Experience (EX) for various HR initiatives such as hybrid working and onboarding through the application of Design Thinking and Human-Centred Design methodologies.
- Led and facilitated Co-Creation and Design Sprints for FedEx APAC HR – designing and developing workshop agenda, instructional guides, and templates for organization's use.
- Co-led in the design of the FedEx EX Framework and Survey to measure the EX Index for APAC employees.
- Led in the research and development of new listening channels and data collection of the employee journey in FedEx APAC, developed pre-hire, onboarding, exit surveys (with time-savings of over 1,600 hours from exit survey alone).
- Collaborated in the assessment of Future of Work study to identify opportunities for business continuity and sustainability.

**Industrial Psychologist (Associate, Base, Senior), FedEx Express** **January 2015 – August 2020**  
*Singapore / Kuala Lumpur, Malaysia*

- Organizational Design (OD) lead for the FedEx and TNT China and Australasia integration – worked closely with various function heads and local HR teams in the implementation of the International Blueprint for a total population of over 12,000 and 6,000 employees respectively, taking into consideration of local labor relations and other complexities.
- Collaborated in the redesign and roll-out of APAC HR organizational transformation to build a future-ready HR workforce.
- Conducted job analysis and mapping, collaborated with the OD team in various organizational effectiveness reviews with department heads, proposing structural and role designs for maximum organizational performance.
- Collaborated in the design of a behavioral coaching workshop and led in the design and implementation of the subsequent evaluation program for frontline managers in the APAC region, providing recommendations for further improvement.
- Collaborated in the transformation of frontline classroom training to an interactive "i-Learning" program, increasing learning effectiveness and shortened the duration of training delivery from 14 days to 8 days.
- Collaborated in the research and development of APAC organizational competencies in support of business strategies.
- Provided advice to management and HR in the use of selection tools and methods, including validating current selection tools and procedures to administer an effective selection process.
- Certified co-facilitator of the FedEx "LEAD1" leadership development program for newly promoted managers.

**SEA Learning Associate, Deloitte Southeast Asia Ltd.** **March 2014 – December 2014**  
*Kuala Lumpur, Malaysia*

- Led in the design and implementation of talent development frameworks for all career levels in firms across the SEA region.
- Collaborated with team in the design, development, and implementation of L&D-related programs including a coaching workshop for Singaporean team captains in the 28th SEA Games Singapore 2015.
- Managed the delivery of internal and external training programs within approved budget across the SEA region.

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**CERTIFICATIONS, SKILLS AND LANGUAGE**

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- Professional Scrum Master I (Scrum.org)
- Certified ScrumMaster (Scrum Alliance)
- Certified [HEX](#) (Holistic EX) Practitioner
- Design Thinking & Human-Centered Design
- MURAL & Miro
- PowerBI, SPSS & Minitab
- OrgVue
- Microsoft Office & Visio
- Fluent English, Mandarin Chinese
- Basic Malay & Japanese