

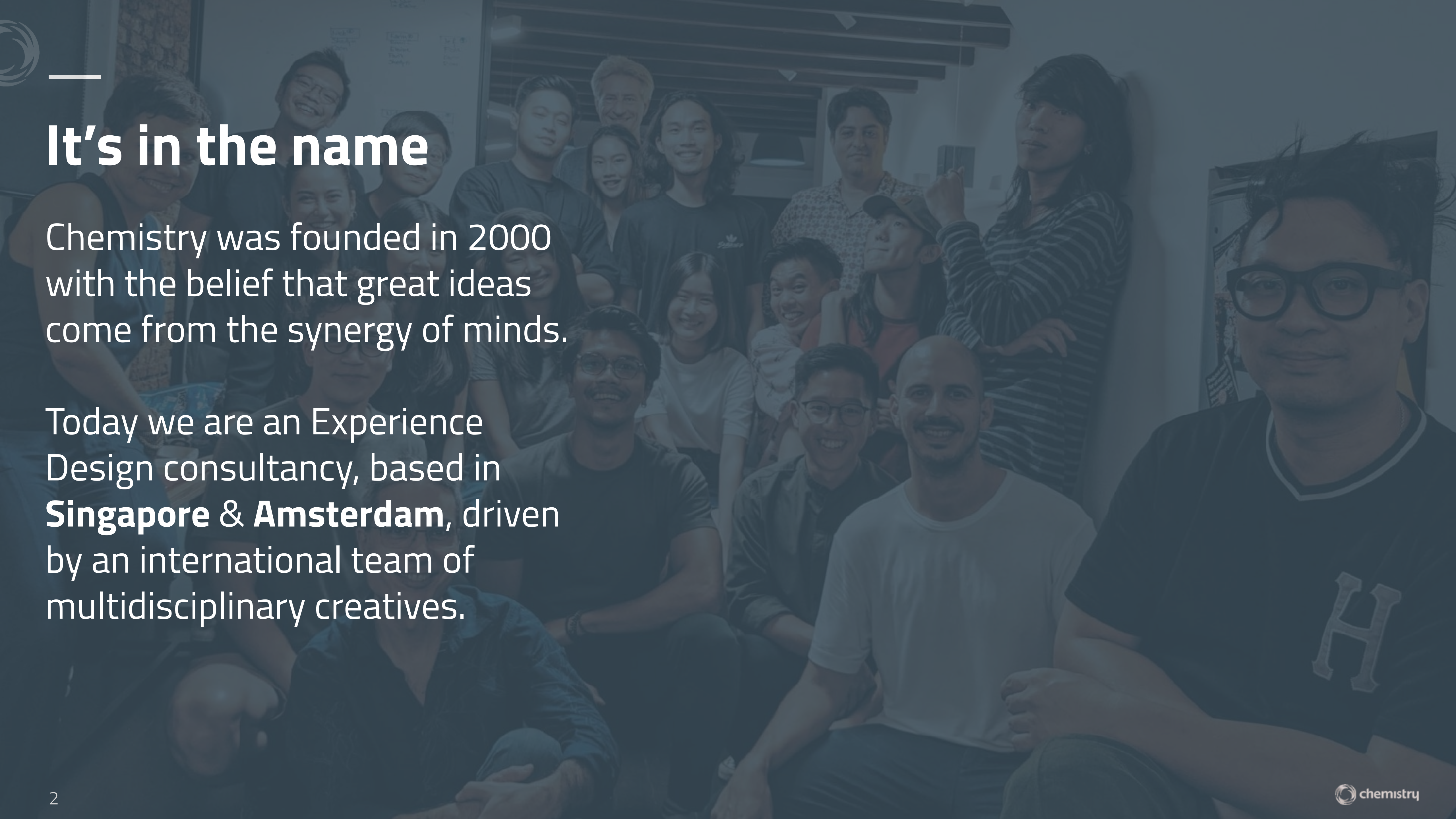
Hello, We Are...

chemistry

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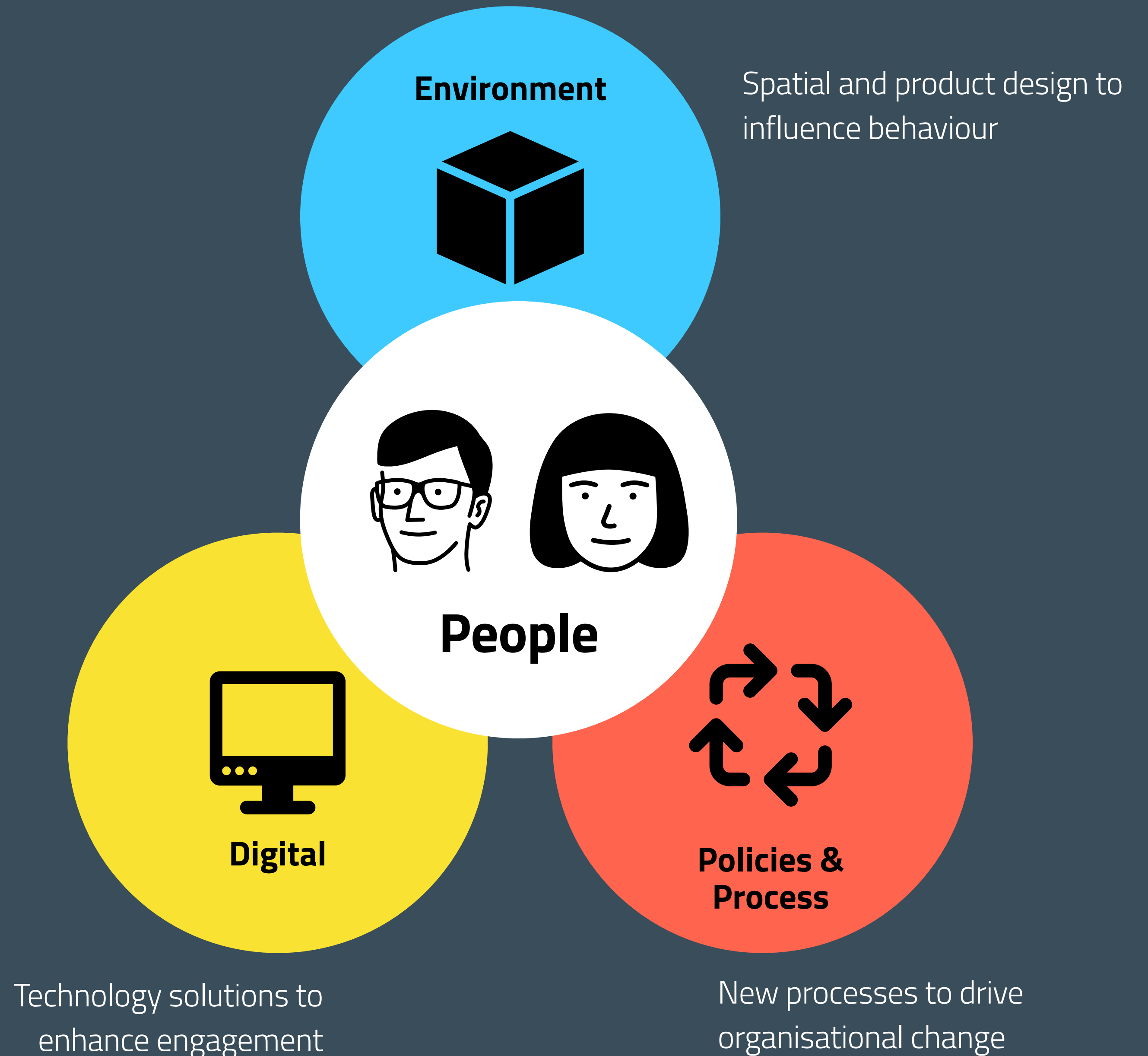
It's in the name

Chemistry was founded in 2000 with the belief that great ideas come from the synergy of minds.

Today we are an Experience Design consultancy, based in **Singapore & Amsterdam**, driven by an international team of multidisciplinary creatives.

The user at the centre of our work

At Chemistry we act as the catalyst to enable three very different domains to think and work together in creating relevant and meaningful products and services, putting people at the centre of our thinking.



We imagine new possibilities

We apply design strategically to translate complex systems and diverse end-user needs into meaningful solutions.

- Qualitative Research
- Co-creation Workshops
- Prototyping & Testing



Changi Airport Internet Kiosk

We design experiences for people

We implement ideas across all design disciplines

- Digital
- Spatial
- Product
- Visual
- Process
- System



Vscan Access Ultrasound for GE Healthcare

Making innovation work

At a time of intensive and rapid change, we support organisations to transform internally through strategic consulting and capability building.

- Talks & Keynotes
- Human Centred Design Training
- Practice-based Consulting
- Business & Venture Design
- Innovation & Change Management



Design Thinking Workshop for Clinique - W Hotel, Bali

Working for a better future

At Chemistry we are supporting business in making the transition to sustainable business through adopting Circular Economy practices.

- Training & Knowledge Leadership
- Developing Technology Platforms
- Strategic Partnerships



Our Work Bridges Across Diverse Industries

Our wide ranging projects provide insights into how people live, work and play.

From travel to healthcare, telecom, fintech, retail, corporate and public services, we learn from adjacent industries and apply these insights into yours.



GUILD LIVING



Diputació
Barcelona



Our Leadership Team

Bassam Jabry

Managing Director



Bassam is Chemistry's Managing Director, consulting on Product & Service design innovation. He is passionate about bringing together both critical and creative thinking to help companies expand their potential, change team dynamics and generate impactful solutions to difficult business challenges.

After a 5 year stint with Philips Design, culminating in the dual position of Senior Design Consultant and Design Account Manager for the mobile phones division and several other business groups, he joined Chemistry in 2002.

Karin Aue

Director (User Experience, Communication)



As a designer Karin has a great passion for communication, good storytelling and engaging user experiences. Having lived, studied and worked in 7 different locations across Europe and Asia, she was able to collect a very keen insight on the value of culture and communication.

Her role within Chemistry straddles a wide range of areas, a testament to her multi-faceted skill set. From delivering high quality visual communication and service design solutions to leading research activities, strategic thinking and workshop facilitation. Karin has been leading projects for corporate as well as public clients, such as Visa, Singtel, STB, MOH or Changi Airport.

John Chan

Director (Environments, 3D)



John is responsible for the execution of industrial and spatial design projects. He enjoys questioning the way things are, constantly exploring and uncovering emotive, intuitive and human centred solutions. John uses his visualisation skills to bring meaningful ideas to life, communicating complex flows, processes and human interactions effectively.

Over the last his ten years at Chemistry, he has created products and experiences for a broad range of partners including Dell, Motorola, Phillips, Panasonic, Proctor & Gamble as well as government agencies such as the Singapore Tourism Board, Ministry of Health and National Library Board.

Jeffrey Koh, PhD

Strategic Ventures Director & Business Development (APAC)



Jeffrey is Director of Strategic Ventures at Chemistry. He is tasked to seek out partnerships that enable bluesky activities for the organization.

Jeffrey holds a PhD in Engineering Sciences from NUS, focusing on HCI, HRI and Experience Design. He has authored dozens of peer reviewed publications and holds patents for his research.

In the past he has worked as a fine artist, exhibiting in venues such as the Barbican, Southbank Centre, Singapore Design Festival, Archifest and the Art House Singapore. As an experience designer, he has developed fashion shows for PRADA on behalf of OMA, and helped open the London office of KesselsKramer.



Our Creative Talent

Service Design

Business Design

UI Design

UX Design

Visual Communication

Creative Technologist

Spatial Design

Product Design

Bringing ideas to life...

Bringing ideas to life...



GE Healthcare Vscan Access Ultrasound

Improving pregnancy outcomes
in low resource countries



- Qualitative in market research
- Cross functional creative workshops
- UX / UI design
- Usability Testing

Guild Living (UK)

Rethinking retirement living



- Service Experience
- Content Creation
- Facilitation of Leadership Sessions

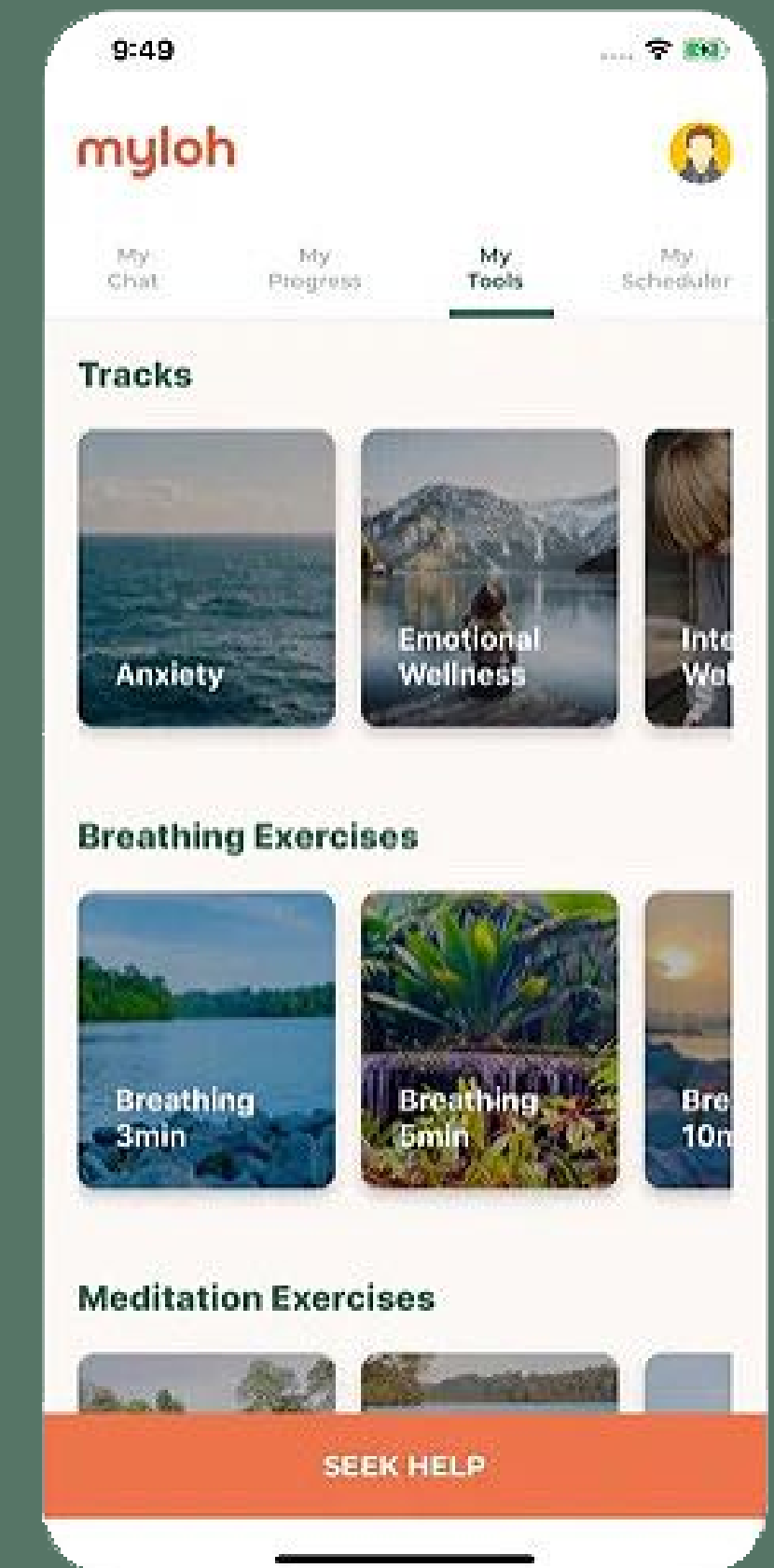
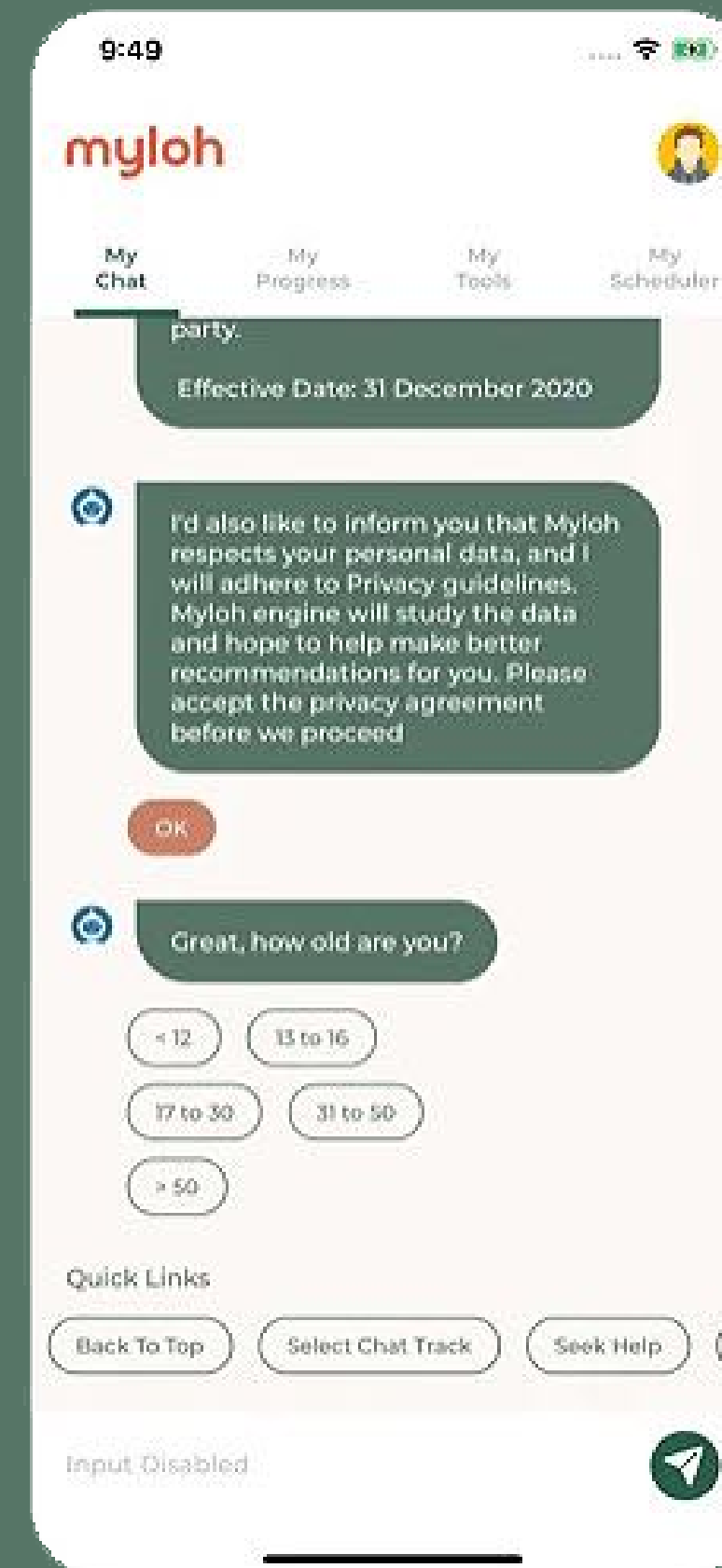
“This is a fantastic piece of work, a testimony of many months of collaboration with people with great minds and experience like yourself”

Ingrid Van Veen
Community Operations Director

Myloh

Building an ethical AI E-Buddy by combining Psychology with AI/ ML, Behavioural Science and Predictive Algorithms.

myloh



- Value proposition development
- Qualitative user research
- UX / UI design
- Usability Testing



HiCura Ultrasound App

IMDA funded startup

- Design Strategy
- UX / UI design
- Usability Testing



Hourvillage.com

Time Banking App

A social marketplace where users exchange time instead of money!

- Qualitative user research
- UX / UI design
- Usability Testing



Visa Global

Helped Visa + DBS Bank define the value proposition for the first multi-currency debit card.

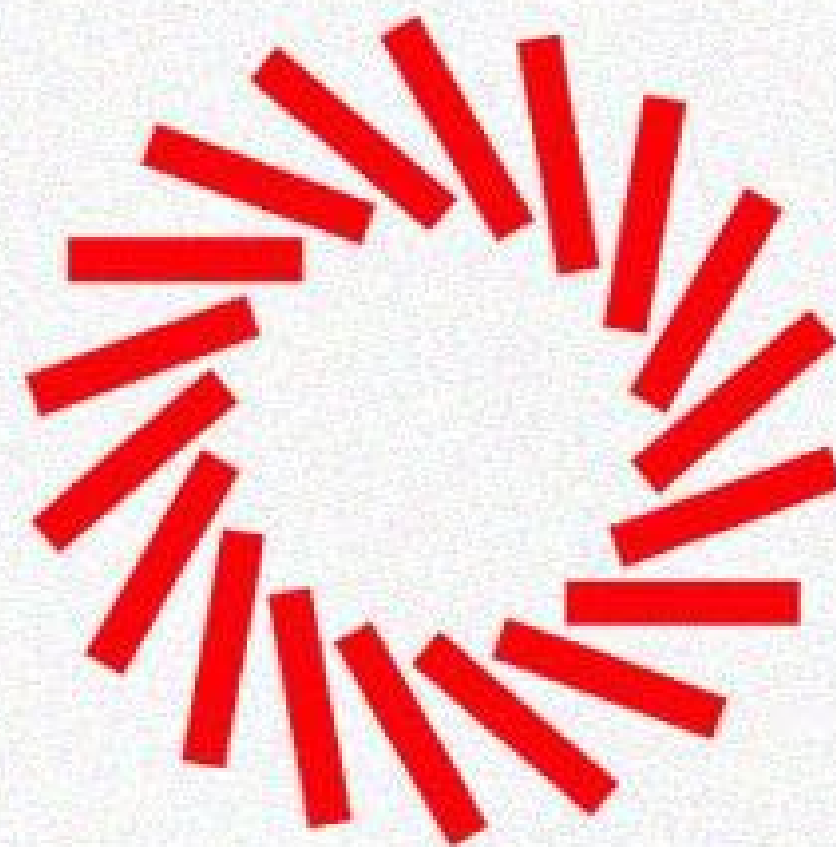
Pay like a local overseas.



- Qualitative Research
- Value Proposition Development
- Co-Creation of Innovation Centre (Singapore / Miami)

Aviva + Singlife

Defining a brand new
Customer Experience Framework



Singlife

- Merger between Aviva and Singlife created Singapore's largest insurance deal at S\$3.2bn
- New brand positioning and value proposition
- Development of a bespoke creative framework to be rolled out across the entire organisation

Moneko

Moneko uses AI and behavioural science to unlock the power of your habits, helping you save & manage your money.

Step 2/3

What habits do you like to form?

Fitness Health Weather

Music Food Productivity

Mindset Lifestyle

Sync your App/Smart Devices

fitbit Apple WATCH alo moves

Set Target

Walk 5,000 Steps in a Day

Savings for each accomplished target

Back Next

- Qualitative user research
- UX / UI design
- Usability Testing

Changi Airport

Digital Touchpoints Design

- Strategic framework to design better digital touchpoints for passengers
- Design of a new generation of internet access kiosk across all terminals

Founders' Memorial

Visionary memorial honouring
Singapore's founding generation

- Qualitative research with 300 citizens
- Complete visitor experience blueprint across digital and physical spaces

In partnership with

Kengo Kuma Architects (JP)
Local Projects (US)

Woodlands Health Campus

Design of the Future Patient Experience for
a 1800 bed health campus



- Qualitative Research
- Patient Experience Design
- Prototyping and Testing

In partnership with

Perkins & Will Architects (US)

Agency for Integrated Care (AIC)

Establish common goals for the community care sector
for the next 5 years

OUR VISION
A Vibrant
Care Community
Enabling People to
Live Well and
Age Gracefully



OUR MISSION

To Enable Our Clients to Achieve
Their Best Care Outcomes, We
Improve Access to Appropriate Care and
Support Clients and Their Caregivers
Grow and Develop Primary
and Community Care Sectors
Transform the Care Community
to Support Ageing-in-Place.

- Qualitative Research
- Systems Thinking / ideation
- High level recommendations

aic
agency for
integrated care

Redesigning processes on a
systems level to streamline
patient and caregiver access

National Eye Centre

Design Thinking x Deep Tech to improve capacity and overall patient experience

- Faster Scheduling of appointments
- Better load distribution
- Improved Waiting times

Understanding how sophisticated deep tech systems can be applied to improve chronic bottlenecks in care delivery

Marina Bay Sands Hotel

House Keeping Operations for a 2500 room hotel

- Process and Operations redesign
- New house keeping cart design
- Prototyping and Testing



Singapore Visitor Centre

A new digital experience for 15m visitors to Singapore

Singapore
TOURISM
BOARD

- Qualitative Research
- Cross functional creative workshops
- Experience Design & Digital Transformation
- Prototyping & Testing

Circular Economy

Chemistry is working to enable businesses to become more circular through training, consulting and venture development.



- Venture project to develop a digital platform that incentivises circular business using the blockchain
- Funding from IMDA (Singapore) & MIT R&D (Netherlands)



In partnership with
Kryha.io
Sonow.asia

Game Design

BossUP! The innovation readiness game



- Gamifying organisational change
- Available in print and digital formats

Thank You!

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