

Wesley Oxenham

Product Designer with 13 years of product design and management experience solving complex user needs in small and large organisations.

Co-founder / Chief Product Officer

Farmcity

Jan 2016 - October 2022 - Singapore and Mauritius

- Led design of Farmcity's Singapore ecommerce website and companion app with gamification features on ios and android for new urban growers in Singapore.
- Awarded President Social Enterprise Startup of the Year Finalist 2021.
- Featured on CNN International's Going Green TV Program in 2020.
- Awarded "Top Ranked Organisation" by international nonprofit GlobalGiving in 2019.
- Set up a modern 10,000sqm off-grid sustainable farm and agri-incubator in Mauritius.
- Mentored young agripreneurs in their journey to grow their startups.

Lead Product Designer

StubHub/eBay

Mar 2012 - Aug 2015 - San Francisco

- Led design of StubHub's mobile web event page from ground up - site representing over 33% of StubHub traffic.
- Increased conversion to \$1m incremental GMS per month with a redesigned event page.
- Set up, trained and managed Stubhub's new 2D & 3D interactive maps teams in Stubhub's Shanghai and San Francisco offices.

Co-founder / Chief Product Officer

Peekspy

Aug 2008 - Mar 2012 - Singapore

- Acquired by StubHub-eBay inc in 2012.
- Led all designs for desktop and mobile products for Peekspy.
- Led a team of 15 design contractors in two locations - Ukraine and Mauritius - to design and develop over 200 interactive stadium maps and 100 3D stadium models.
- Led the company's expansion strategy into Europe and US - Customers included: US National Football League (NFL), Seatwave, Seatgeek, Tiqiq, Ticketevolution, StubHub and Ticketcity.

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Singapore

Education

Bachelor of Arts in Architecture
NUS School of Design and Environment
2004 - 2008

Proficiencies

Tools

Figma, Invision, Photoshop, Adobe XD, Illustrator, JIRA, Slack.

Skills

Product Strategy, Product Design, Wireframing, Prototyping, User Research, User Testing, Product Management, Mentorship.

Awards

Singapore President Social Enterprise Startup of the Year | 2021 | *Farmcity*
Global Giving Award | 2020 | *Farmcity*
US embassy Public Policy Award | 2020 | *Farmcity*
British High Commission Covid-19 Award | 2020 | *Farmcity*
eBay Foundation Award | 2019 | *Farmcity*
Spot Awards | 2015 | *eBay*
[view](#)

Patents

Venue seat and feature map view
Enhanced two-dimensional seat map
Interactive venue seat map view
[view](#)

Featured

[Strait Times](#) | [Business Times](#) | [Techcrunch](#) | [NUS Enterprise](#) | [Sunday Times](#) | [Tech in Asia](#) | [CNN](#)

Social

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