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EDUCATION

SIM RMIT UNIVERSITY

Bachelor of Design, Communication Design

Jul 2021 – Jun 2022

NANYANG POLYTECHNIC

Diploma in Interaction Design

Apr 2017 – Feb 2020

WORK EXPERIENCE

Aviva - UX Research Intern

Oct 2020 – June 2021

- In-charge of the consolidation and analysis of survey data utilizing Excel spreadsheets.
- Data cleaning – removed missing values, duplicate data and outliers.
- Ensured data standardisation and data fairness.
- Devised specialised filters to enhance visualisation of data.
- Created data product catalogue that maintain meta-data for easy data reusability.
- Carefully extracted and analysed valuable insights to support decision-making processes effectively.
- Made sure that real-time, analytics-ready data is consistently delivered to Aviva.

OETEO Pte Ltd - Graphic Design Intern

Mar 2019 – May 2019

- In-charge of marketing, inventory and devised strategic advertising direction for OETEO.
- Implemented a professional photo shoot to digitize the company's "Get Messy" apparel collection.
- Produced and edited promotional video content featuring the OETEO EASYWEAR romper on Instagram.
- Utilized Instagram boomerangs in stories and crafted compelling captions for Instagram and Facebook giveaway promotions, enhancing the company's apparel promotion efforts.
- Employed strategic marketing tactics to boost visibility and sales of company products on Shopee and Lazada.

ACHIEVEMENTS

SCDF & Dell Lifesavers' Innovation Challenge 2023 - UI/UX Designer

Jun 2023 – Jul 2023

- Emerged as 2nd runner up.
- Led the team in redesigning the app user interface and user experience of the MyResponder's Application.
- Garnered praises from judges for UI design during finals. (Managing Director for Dell Technologies and SCDF Commissioners)
- Conducted site analysis and understood SCDF's internal operation.
- Interviewed different stakeholders in SCDF - understand their pain points and ensure that solution is aligned with organisation objectives.
- Streamlined lifesaving process through digital transformation by integrating new digital triage feature.
- Collaborated with DELL's CTO and SCDF representatives for MyResponder's Application.

CO-CURRICULAR ACTIVITIES

SIM-RMIT Communication Design Freshman Orientation 2022 – Leader

Jun 2022 – Jun 2022

- In-charge of Launch Team, Emcee, Orientation.
- Planned and executed orientation activities.
- Hosted activities to foster camaraderie among students and organised tailored Q&A sessions for students.

SIM-RMIT Bachelor of Design Graduation Showcase 2022 - Leader in Launch

Feb 2022 – Jun 2022

- Led and managed a team of 8 members for the event.
- In-charge of launch team finances, planned timeline and hosted interactive activities.

SKILLS & INTERESTS

- Proficient in spoken and written English and Mandarin.
- Proficient in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Figma, HTML, CSS, JavaScript, Web Development, Wireframing, Prototyping.
- Completed Google UX Design course.
- Actively pursuing interest in reading and typing (146 WPM).